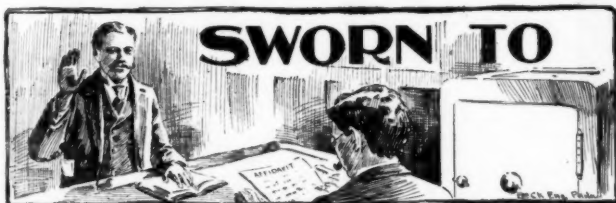


PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. HOWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXVI. NEW YORK, JANUARY 11, 1899. No. 2.



ON DECEMBER 31, 1898,

THE Philadelphia Record

in accordance with its usual custom, gave—in affidavits made before a notary public—a detailed review of its circulation for the year.

Nearly 70,000,000 Copies Were Sold

Here are the exact figures:

Total of all issues for the year,	- . . .	68,793,811
Total for 313 week-day issues,	- . . .	60,960,441
Week-day average for the year,	-	194,761
Total for 52 Sunday issues,	- . . .	7,833,370
Sunday average for the year,	- -	150,642

Advertising rate remains unchanged:

25 cents per line Daily; 20 cents per line Sunday.

*These figures show your money's worth.
The results will show your profits.*

The Record Publishing Co.
Philadelphia.

BOOKS
OPEN
TO ALL



You Can't Upset the Fact

that the advertisement in the street car is always on duty.

The street car is no "respector of persons." No other medium speaks so continuously to all the people.

None dare dispute that the street car gives the largest circulation to an advertisement; the only secret to secure good results is the knowledge of experience. This we place at the service of our patrons.

Let's talk it over—We've the evidence at our finger tips and heavily passenger-laden street cars in

***Detroit, Cleveland, Louisville,
Memphis, Indianapolis, Nashville,
Toledo, Atlanta, Grand Rapids,
Richmond, Toronto, Can.***

The Mulford & Petry Company,

220 Broadway, New York.

99 Woodward Ave., Detroit.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXVI.

NEW YORK, JANUARY 11, 1899.

No. 2.

ALMOST TWO MILLION DOLLARS.

TWO EXPERT OPINIONS ON THE AGGREGATE AMOUNT OF MONEY SPENT ANNUALLY IN ADVERTISING BY NEW YORK DEPARTMENT STORES—COMPARISONS WITH CHICAGO.

One day, a short time ago, a visitor strolled into the Little Schoolmaster's editorial rooms, intent on securing information as to the aggregate amount of money spent annually in advertising by New York department stores. As no definite figures on the subject were on hand, several persons present proceeded to make calculations and guesses. Opinions as to the advertising expenditures of the individual stores differed so widely that it was determined to dispatch a representative to interview Mr. Manly M. Gillam and Mr. Chas. F. Jones on the subject. Mr. Gillam was selected because, as advertising manager of John Wanamaker in Philadelphia, and later of Hilton, Hughes & Co., of New York, he had been in possession of unusual facilities for securing information. Mr. Jones occurred to mind because formerly he had been advertising manager of the Siegel-Cooper Co., and was at that time managing the advertising of Bloomingdale Bros., in both of which positions his opportunities to become informed on the matter must have been unexcelled.

Mr. Gillam was seen in his office in Temple Court, and though he was deep in business at the time, he promptly accorded an interview. On hearing the reporter's questions he rapidly wrote out a list of department stores on a large sheet of paper, and placed opposite each name the figures which in his opinion approximated the firm's annual advertising expenditure. The list comprised the following names:

John Wanamaker, Siegel-Cooper Co., Bloomingdale Bros., R. H. Macy & Co., Adams & Co., Ehrich's, Altman's, Simpson, Crawford & Simpson, O'Neill's, Stern's, Hearn's, Lord & Taylor, Arnold, Constable & Co., Ridley's, Daniell's, McCreery's, Le Boutillier's, McPart-

land & O'Flaherty, D. M. Williams (Harlem), Koch (Harlem).

This list included twenty of the leading department stores, about all that do any advertising worth speaking of. Without a moment's hesitation Mr. Gillam placed John Wanamaker first, with an expenditure of \$325,000. As Mr. Gillam was formerly in charge of that store, he ought to be able to give a pretty accurate estimate. Siegel-Cooper Co. he put next with a sum of \$300,000.

"These two are easily first," he said, "and the reason why I put Wanamaker in the lead is because I know he uses more papers than the Sixth Avenue concern. About the others I do not wish you to use my figures, because they are mere guesses, based on a hasty judgment. You see I have never studied this thing. I have tapered them down from the two biggest advertisers to the one spending, I should think, about \$15,000 a year. In the aggregate they amount to \$1,775,000. If anything, I should say my estimate was a trifle low; it is certainly not too high."

"Proportionate to their number, Mr. Gillam, do the department stores of Chicago spend more money in advertising than those in New York?"

"No, I should say not, but in Chicago there are more in the big class of advertisers than there are here—not only Siegel, Cooper & Co., but Schlesinger & Mayer, Mandel Bros., The Fair, Rothschilds, Marshall Field & Co., and others. They all advertise well and extensively—I should say more equally in quantity and quality than do the New York stores."

"May I not use your approximate figures for each firm, Mr. Gillam?"

"No, I would rather you didn't. It wouldn't be right, you know, for they are but guesses and may be wrong. You asked for my opinions and I have given them to you, but I don't offer them as facts."

Within five minutes after leaving Mr. Gillam the PRINTERS' INK repre-

sentative stood in the office of Chas. F. Jones in the World Building. Mr. Jones was dictating a letter to his stenographer, but paused to listen to the reporter's questions. On the back of an envelope he hastily made a list of the same twenty department stores given above. In a hurried, off-hand manner he jotted down figures opposite each name, then added up the amounts and handed me the total—\$1,800,000! It will be seen that the difference between Mr. Gillam's estimate and that of Mr. Jones is only \$25,000, and Mr. Gillam admitted that he might be somewhat low.

"Will you please give me your estimate of the advertising expenditure of the twenty firms individually?" the PRINTERS' INK man asked.

Mr. Jones shook his head. Like Mr. Gillam, he was both cautious and conscientious.

"That would not be right," he replied. "While I know the exact appropriations of some of these houses, I am not at liberty to give them for publication. Others, again, I am merely guessing at from observation and hearsay."

"Well, which firm spends the most money?"

"Siegel-Cooper Co., or, perhaps, John Wanamaker. I would hardly be sure which, but the difference in expenditure is very slight."

"Are these two firms ahead of all others, then, in their appropriation?"

"Easily; either of them spends twice as much as any two of the other houses. If Wanamaker is spending the most it is because he is now doing considerable poster and other outdoor advertising."

"Does the average department store in Chicago spend more for newspaper advertising than a similar concern in New York?"

"It doesn't have to. In Chicago it is only necessary to use two papers. The *Tribune* in the morning reaches one-half of those you want to reach, and the *News* in the evening will reach most of the other half. Hence those two papers do the whole business. In New York it is altogether different. There are so many papers, each with a different following, so to speak, that one has to use most, if not all, of them in order to cover the city."

And there you are!

The two men in New York who, by their past experience and present busi-

ness are best qualified to give an opinion on the subject, supply a rough and ready, off-hand estimate of the annual advertising expenditure of New York department stores, and the difference in their figures is less than one and a half per cent of the total! Mr. Jones would not give any separate figures at all, and yet there couldn't have been much discrepancy between his individual items and those of Mr. Gillam, otherwise the aggregate amounts would not have agreed so well.

A TESTIMONIAL INCIDENT.

A pupil of the Little Schoolmaster writes: On page 23 of your issue of January 4th, the article, "A Testimonial Difficulty," reminds me of an experience of my own in the same line. Some years ago, while handling the advertising of a large Western patent medicine house I selected several testimonials from a large number that had been sent in, and incorporated them in the newspaper ads I was then preparing for the firm. They were published in due time, and before many weeks we began to receive requests from the writers of the testimonials asking us to please withdraw their names from the ads, as they were being inundated with correspondence asking about the genuineness of their case. Some of these complaints ordered us to desist at once, as they had no time to attend to such correspondence. Others merely made the natural request that we should send them stamps to defray postage on their replies, and others again, still more business-like, thought that in addition to the stamps we ought to recompense them for the time consumed in answering the inquiries. We considered this claim perfectly just and proper, and made a cash allowance for every letter they answered, provided they sent us the correspondents' letters, so that we could copy names and addresses for our own use. This was really excellent advertising, for I believe that a letter from a former sufferer who has been cured, is much better than a column of assertion in the advertisement. I may add that in a good many cases where the testimonial writer was still taking the medicine, he or she gladly accepted a present of the remedy instead of cash.

IT ACTS AS A STARTER.

It is not right to say of an ad that does not sell goods that it is worthless. It may not sell a cent's worth of goods, yet still serve to keep the advertiser in the minds of readers, and a later ad will complete the conquest the first one began. So long as we understand advertising to be cumulative in its effects, the success of the first of a series of ads is not essential.



HIGH COMMENDATION.

It is well known that the Geo. F. Rowell Advertising Agency advocate low rates for advertising. It seems to be "constitutional" for advertising agents to try to cut publishers to the lowest possible notch, and particularly is this true of the agency above mentioned.—*The Medical World, Philadelphia, Pa.*

We would like to place your advertising in daily papers.

It is probable that we shall secure for you better service and more for the money than you are getting.

We can only convince you of this by a trial.

When you want a good advertisement inserted in a good paper, address

The Geo. F. Rowell Advertising Agency

10 Spruce Street,

New York.

THE NAME OR THE GOODS?

Newspaperdom, of New York, has been publishing a symposium on whether the name of the house or the goods offered should be made most prominent in announcements of department stores. Several experts have contributed, but the opinion of Mr. M. M. Gillam, here reproduced, seems to canvass the subject most thoroughly:

I have no doubt whatever as to the value of a firm name or style as the heading of an advertisement of the goods in a department store. We are largely creatures of habit. The newspaper or magazine that goes to the family year after year is pretty sure to continue to go so long as original conditions exist. The woman or the man who becomes wonted to a particular store is reasonably sure to continue there, under all ordinary circumstances.

I do not think that department store keeping is in any sense like managing a theater. The proprietor of a house of entertainment presents as attractive a bill, week after week, as his judgment or his opportunity permits. But he very largely depends for his support upon different people at each performance. It is true that, here and there, a woman or a man may attend every presentation of a play for week after week, but they are the exception, and so markedly the exception that their presence excites comment.

With the department store, as I see it, almost exactly opposite conditions prevail. Those who have been well treated in a store—who have learned its ways and like its people—are inclined to trade there and to continue trading there. In no other store does it seem as homelike to them, or as attractive. In many of the large stores the number of "charge" customers runs up into the scores of thousands, and the majority of these people really think seriously of no other store in which to do their buying.

As I take it, this condition is one of the reasons that make it so wise for a store to have a characteristic heading, which stands for its individuality. "Wanamaker's" is all right; "Macy's" is all right; "Bloomingdale's" is all right—or any other distinctive caption. Without it, I think the presentation would be wrong; not all wrong, but much weaker. As the casual reader or the careful reader of a newspaper studies or glances through the paper,

the title of her favorite house, or the type ear-mark of it, attracts her attention. She reads with earnestness and care to see if she is interested in the particular things presented.

But here comes one of the most peculiar features of advertising, and that is that it is not alone or even largely the goods actually advertised that make the lasting impression of the store. If hosiery is put forward, or gloves, or underwear, or any definite thing, and, on the basis of their prices or novelty or exclusiveness, they are made attractive, the whole store is benefited by the presentation. Every customer of that store, who reads the announcement, vaguely feels that these little prices or this alertness is characteristic of the establishment; and behind the few things spoken of are scores, perhaps hundreds, of which not a word is said, that are just as much entitled to space.

On one memorable occasion, in a talk with Robert C. Ogden, whose management of the Wanamaker store in New York is so brilliantly successful, we discussed the wisdom of advertising pins—simple, every-day, five-cents-a-paper pins—and we both agreed, after thoroughly canvassing the matter, that it was really sometimes of comparatively small significance what peg is selected upon which to hang the story of the store's way of doing business.

To simply put forth the title of the goods would be to handle the store as an entertainment should be handled. Now, what I believe is both the name and the goods. In the light of the name, I would display tempting selections from the goods. I think it an important thing in an advertisement, at the very outset of any particular presentations, to distinctly state, by the headline or the catchword, what the subject matter of that offering is. Thus the buyers in that store, who casually glance down the column of its advertising, can see in an instant whether any special offering is made that attracts them.

FOR PERMANENT CUSTOMERS.

The best way to attract customers is by interesting them; the best way to hold their custom is to please them. It is foolish policy to attract in the first place unless you are prepared to give satisfaction.

If advertisers would resolve never to use a paper which would not prove its circulation, we should have many more successful advertisers.—*Advertisers' Guide*.

THE Des Moines News Junior

is a weekly department of the **DES MOINES DAILY NEWS**, filling a page of the Saturday issue. It is really an attractive journal for all young people, but it is especially the organ and exponent of the school children of Iowa. It is edited by Judith Jorgenson, formerly editor of the **NORTHWESTERN JOURNAL OF EDUCATION**, an experienced teacher and for many years member of the Iowa State board of educational examiners. Mrs. Durley is one of the most popular writers in Iowa, and is making the **NEWS JUNIOR** a delight to the school children as well as a power in the schools and homes of the great State of Iowa. The **NEWS JUNIOR** places in the school rooms of Iowa each year 104 beautiful and handsomely framed pictures, reproductions of masterpieces. These pictures are awarded at the rate of two a week (one in Des Moines and one in Iowa outside of Des Moines) for the best articles written for the **NEWS JUNIOR** by school children on topics selected by the editor. The topics are chosen with the view of stimulating originality, and are so excellent that hundreds of Iowa schools are using them for their regular English work, submitting the best in the prize competitions of the **NEWS JUNIOR**. The plan is sweeping through the schools "like a prairie fire," and teachers, pupils and parents are delighted. The **NEWS JUNIOR** presents to each boy and girl, who has a contribution accepted and published, a handsome "Junior Degree" button, to be followed by "Honor Degree" and "Prize Degree" buttons as the plan is extended. The pictures awarded are to hang permanently in the school rooms which the winners attended at the time. They bear the winners' names and that of the **DES MOINES NEWS JUNIOR**, which is thus permanently associated with the school and art life of a mighty State. The list of pictures distributed is selected by the special art teacher of the Des Moines schools. The whole plan is heartily indorsed by the school authorities, superintendents, principals and special teachers. The **NEWS** in carrying out the scheme acted upon numerous suggestions generously furnished by its neighbor, the **MINNEAPOLIS JOURNAL**, and also by the **CHICAGO RECORD**.

Gentlemen of the Advertising Fraternity: The above facts are given in partial explanation of the tremendous popularity of Iowa's wonderful newspaper, which in the past eighteen months has added 10,000 to its list of permanent, paying subscribers, its daily editions now numbering between 24,000 and 25,000. The **DES MOINES NEWS** is making more progress relatively to its field than any other daily newspaper in America. It does it by serving the people and winning their hearts. This is why it requires the same press facilities to print the **DAILY NEWS** as all the other Des Moines dailies combined, each of the three others having a single press and the **DAILY NEWS** three of equal capacity. Yet some of these, by affidavits unsupported by facts, are trying to enter the same class as the **NEWS** and to persuade advertisers that their circulations nearly equal that of the **NEWS**.

CITY AND COUNTRY BUYERS

By John C. Graham.

We often hear it exultantly proclaimed, especially by the publishers of those cheap monthlies that circulate almost wholly in the rural districts, that country people are the best buyers and that they have plenty of money to spend. Even when the crops have been excellent this is not really true. In the first place the farmer is only occasionally paid for his produce, three or four times a year, and in the intervals between payments he is frequently "broke." So that even if he be a good spender there are only wide apart seasons when he has the cash to spend. Secondly, it is the farmer and his immediate family alone that are able to buy extensively even at these seasons, and as hired men and women are as six or seven to one of the farm owner class, and their wages average from \$6 to \$10 per month, their purchasing power is certainly not great.

In the city, conditions are totally different. Even the poor \$3-a-week errand boy—who, by the way, is financially the superior of the \$10-a-month farm hand so far as earning capacity goes—gets his wages every week and can spend a part of them. There are thousands of clerks earning \$10 a week or thereabouts, and they are buyers of something almost every week in the year. The mechanics, whose wages run from \$15 to \$24 a week, are usually good spenders, and they always have money to spend. An ordinary mechanic, and his name is legion in the big cities and manufacturing centers, can and does spend more money in one month than the average farm hand can in an entire year. His needs are greater, so he must spend his earnings, and he is able to do so every week.

Now when it comes to the professional classes and merchants—there may not be as many of them in the land as there are farm owners, but I doubt it—their average weekly incomes and expenditures are far and away ahead of those of the most opulent farmer. The latter would turn pale if he heard what it cost to maintain a New York house in the luxury to which wealthy New Yorkers are accustomed. He would stand aghast if he knew what the average man about town "blows" in every week. He would open his eyes in dismay if he was told what it costs to run even

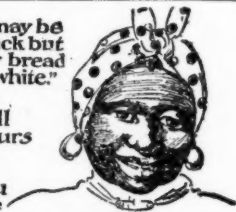
an ordinary uptown flat in the course of a year, and when it came to a matter of dress he would collapse altogether if called upon to spend as much for his own and his family's clothes as is usually spent by the average well-to-do city bookkeeper in a year.

Money is, of necessity, in the cities all the year round, and is constantly in circulation between employers, wage-earners and tradespeople. There is a vast quantity of cash always available. In the country pay days are far between for both the farmer and his hired help, and when it comes to the latter it is but a little, after all.

Of course it is desirable that city merchants should have all the country buyers they can get, and the cheap monthlies alluded to may be excellent mediums to bring them mail orders. Usually country people have to go or send to the city anyhow for most of what they need. But it is folly to claim that they are the best buyers, or that they have plenty of money to spend, for this is certainly untrue. The dollar which is spent and almost unnoticed by the underpaid city laborer would be quite a large looking sum to the farm laborer in the country.

"I may be
black but
my bread
is white."

So
will
yours
be
if
you
use



It differs from many flours by being free from corn or other adulteration. The manufacturer of Dwight's Flour is a member of the Anti-Adulteration League

If you cannot get it, Telephone 1500, 31 E. 3d street.

NOTES.

A **POUGHKEEPSIE** tailor has this punning sign on his window: "If others have not *suted* you, try me."

THE **Philadelphia Record** issues a handsome "Daily Reminder" that most advertisers will be glad to keep on their desks.

McCANN, the hatter, puts on his elevated railroad bulletin this announcement: "If it's as good as **McCANN's**, it costs more."

ACCORDING to the **Passaic (N. J.) News**, of December 28th, the town of Passaic will soon begin to advertise itself to the public.

THE **Advance Agent**, published by Geo. A. Dean, Austin, Ill., at twenty-five cents a year, is intended to cater to mail order advertisers.

LOS ANGELES is to have a Chinese newspaper printed from type. It will be a secular paper with telegraphic news and local news of interest to Chinese.—*Newspaper Maker*.

THE **Pabst Brewing Company** is sending out dainty little toothpicks made out of celluloid, with advertisements on, to hotels in the different parts of the State.—*Ashland (Wis.) Press*.

AT the third monthly meeting of the New Orleans (La.) Ad Men's Club, held on December 28th, Mr. C. F. Foster spoke on "Mistakes in Advertising" and Mr. L. L. Lazard on "Ad Composition."

PRINTERS' INK, New York, is the foremost advertising organ in the country. It is prompt and courteous in its dealings with writers; also pays well. It uses original methods in advertising and prints in each issue interviews with prominent advertisers.—*By-Ways of Literature (Scroll Pub. Co., Chicago)*.

THE **Hecker Buckwheat Co.** of New York is running an effective card in the "L" road and trolley cars. It shows a line of passengers seated on one side of the car, each person holding in front of him a box bearing one or two letters. The whole sentence reads "Hecker's Buckwheat." A conductor is at the far end of the car collecting fares, and the punning title of the ad is "The Proper Fare."

EDITORIAL MENTION OF ADVERTISED ARTICLES.

IN **PRINTERS' INK** of December 28th appears an article headed "A Glimmering of Common Sense," credited to the *Journalist*. This article suggests the advantages of referring editorially to the advertising columns. The reasoning, however, does not appear to be of the best.

There are certainly reasons (from the advertiser's position) why such mention would be a good thing, but from the publisher's standpoint there are obstacles that appear insurmountable. The principal objection is the keen competition in every line of business. Take clothing. A paper may carry side by side the advertisements of two prominent clothing houses, each claiming to have the best and cheapest goods. Shall the editor, because he happens to patronize one house, give that house the indorsement of his paper? The other dealer may have just as good or better goods, and be paying as much for his ad. What would be the result? The firm not mentioned would demand a similar notice, and if conscientiousness or lack of knowledge compelled the editor to refuse, it would doubtless cause all clothing dealers to look elsewhere for publicity. The advertising columns of the paper would dwindle down until there appeared but one ad for each trade. And that one would be the brand used and indorsed by the editor.

In the article referred to, there was a comparison made between such editorials and book criticisms, but I can see very little similarity.

Granted that both are intended as an assistant to prospective buyers—the resemblance ends there. A book, like a stage celebrity, has a distinctive personality, and there is nothing exactly like it on the market. But to comment on, or recommend a commercial article as made by a certain house, when there may be twenty firms making the identical thing, is not justice to the other nineteen. Then, too, if editorial mention be made at all, it would be necessary at times to criticize unfavorably. How could an editor say that an article was not the best on earth, if the manufacturer carried a big "ad" in his paper? This question of dollars and cents is possibly the strongest argument in the case. In book or theatrical notices the paper seldom has a direct money interest as the result of the criticism. But with staple articles it is different. Each house has reasons for its own brand being considered the best, and it is within the province of the editor to say that all are lying, except his particular preference? Because **Hood's Sarsaparilla** had been recommended by a neighbor, and the editor fancied that it had improved his health, should he run the risk of losing the patronage of Ayer? Not if he was in the newspaper business for profit.

It is right for the editor to honestly say what he thinks, but when it comes down to a matter of dollars and cents I do not think the American newspapers are ready to take up such an innovation.

MARSHALL T. LEVEY.

Advertisers do not ask for editorial notice or comment. What they object to is, that the names of their articles are purposely omitted when these names are a real part of the newspaper story. If a child should die from having made a meal of **Sapolio**, the fact that it was **Sapolio** that caused the catastrophe would be an essential element of the relation; yet nine newspapers of every ten would omit the name and merely mention it as a "scouring soap."—[**ED. PRINTERS' INK.**]

A HARDWARE WINDOW DISPLAY.

City hardware stores have put their best feet foremost, so to speak, in making striking window displays. One of the cleverest which was observed was a miniature pond with brownies skating upon it. The latter kept moving around incessantly. The mechanism of the brownie's pond was quite simple and could be made, with little cost, in this fashion: A circular piece of smooth glass was set in the center of the window. Sand was heaped around the edge of the glass, which was intended to represent water, and the sand served as banks. A moving magnet was put under the glass, which carried the brownies around by means of magnetism attracting the steel skates. There were three figures on the pond, one going backward and two forward. In another window cutlery, pocket knives, manicure and toilet sets and different small articles were artistically arranged amid the soft folds of some drapery, and at each side mirrors were set in an oblique way so as to reflect the goods and give the impression that there were innumerable quantities of them. Another hardware store made a display of many desirable articles which would serve as Christmas gifts. Crumb trays, carving sets, tea and coffee pots, etc., in pleasing and picturesque array, formed a window display which doubtless sold many goods.—*Stoves and Hardware Reporter*.

EDITOR—I flatter myself that I have got out an entirely original Christmas number. Publisher—How so? Editor—I haven't printed a single article beginning "'Twas Christmas eve."—*Judge*.

The Middle West



“OUR FIELD.”

(From
The New York Times.)

During 1898 the Middle West enjoyed, perhaps, the largest share of the general prosperity of the Nation. The entire Western country, from Pittsburg to the Pacific, had a period of extraordinary development in agriculture and in commerce.

“The year has been a great one for us,” said the Secretary of Agriculture, speaking particularly of the progress of the West in 1898.

“The West is rolling in wealth to an extent that it has never had a chance to appreciate before. The banks are bursting with the money obtained by the farmers from the sale of their crops. Why, they not only have ceased to borrow money in the East, but they are lending money to the East at less interest than they ever paid for money when they came East to borrow it.”

In the Middle West the CHICAGO NEWSPAPER UNION circulates fifteen hundred newspapers covering this desirable portion of the country. Catalogues and other information sent on application.

Address

The Chicago Newspaper Union,

10 Spruce St., New York, or

87 South Jefferson St., Chicago, Ill.

A MONTHLY EXPOSITION
OF MODERN ADVERTISING
\$1 A YEAR

FRED'K VAIL OWEN
EDITOR

TELEPHONE MAUR 5589

THE AD BOOK

RECEIVED

DEC 20 1898

GEO. P. ROWELL & CO.

1043-4-5 CALL BUILDING

SAN FRANCISCO, CAL., Dec. 14, 1898.

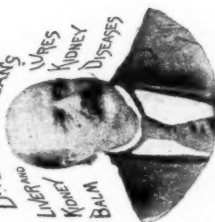
Editor American Newspaper Directory,
New York.

I consider the Directory the friend of all honest publishers, and a valuable guide for anyone having to do with the newspaper advertising.

Fred'k Vail Owen
Editor Ad Book.

Dr. J. H. McLean, Trust.

DR. J. H. MCLEAN'S



Dr. J. H. McLean, Trust.



GEO. B. ROWELL & CO.
ST. LOUIS, Dec. 13th, 1898

American Newspaper Directory.

It is without doubt the most convenient
and accurate reference book published for advertisers.

Yours respectfully.

The Dr. J. H. McLean Medicine Co.

Per *J. H. McLean*

J. H. McLean, Trust.

He Crieth a Warm Thing



Oh yes! Oh yes!

All ye who shiver and are cold in the feet hearken unto me and hear what I say, for I am indeed the very warmest thing that ever happened in the shoe way.

I am called "The Slater Radiator Shoe," and this is the manner of my making.

An all felt outsole, and heel of the toughest, warmest wool, with an insole of the same. My uppers are of the wiry, pliable, handsome, water resisting Kidduck—the same lined throughout with the very best quality of piano felt.

I am as stylish and shapely as any of my brothers—indeed I'm made on the very same lasts.

There is no rubber between your foot and the snow when I'm worn—but there is an inch of solid non-conducting felt.

I have a clinging nature—more so than rubber, because glare ice cannot make me slip.

Lightness and buoyancy I have in abundance; I weigh only nine ounces per foot.

While I'm a soft young thing inside, I'm seasonably tough where the weather comes.

Curleers, drivers, and pedestrians pay me special court, but I'm a hot one to all concerned with cold feet. My price? Just \$5.00.



An all felt outsole and insole.



Yes, I'm a warm'un.

"The Slater Radiator Shoe"

Sold only in this city at

SLATER BROS.,

249 St. James St.

SEE THEM IN THE WINDOW.

FROM MONTREAL.

MONTREAL, Dec. 23, 1898.

Editor of PRINTERS' INK:

Is this ad worthy of a place in the Little

Schoolmaster's "Gallery of Notables?" It was the only ad on a page almost wholly devoted to a report of a big fire. Was that a "warm" position? Yours truly,

J. P. McCONNELL.

THE SUGAR BOWL IN SAN FRANCISCO.

SAN FRANCISCO, Dec. 18, 1898.

Editor of PRINTERS' INK:

It is my firm conviction that if the PRINTERS' INK Sugar Bowl comes to San Francisco, it ought to go to the *Bulletin*.

It is generally admitted among advertising men here that the circulation claims of the *Bulletin* and *Examiner* are substantially correct—while the circulation of all the other dailies here is an unknown quantity. On that basis the *Bulletin* is the best advertising medium; for its rate per square per 1,000 circulation is considerably less than that of the *Examiner*—while the character of its circulation is distinctively better.

The *Bulletin* has another advantage over the morning papers; its circulation is confined mainly to this city and counties within fifty miles—that is, it is more concentrated than that of the morning papers, one-half of which is scattered all over the Pacific Coast. For this reason it is, above all, the paper for local advertisers, who use it to advantage where the

rates bar them from the morning papers with their scattered circulation.

Concentrated circulation is more effective for the general advertiser as well.

And the evening paper is read more in the homes and by women than the morning paper.

One of my "clients"—a wholesale clothing house doing a local retail business on a street several blocks away from the retail thoroughfare—upon my advice used the *Bulletin* exclusively but *thoroughly*. The results in a few weeks were better than when they spent twice as much in the various morning papers. Of course, this proves in the first place that the thorough use of one good medium of general circulation is better than the partial use of half a dozen. But incidentally it proves that the *Bulletin* is a very good medium of general circulation. Respectfully,

J. H. BUNNING,
Practical Advertising, 607 Adams Building,
cor. Kearny and Sutter.

BRIEF AND POINTED.

Ads can be too long, but not too lucid.

THE DES MOINES LEADER.

DES MOINES, IOWA, THURSDAY MORNING, DECEMBER 1, 1898

GREEN IS DEFEATED

BY CARRINGTON & COMPANY, MANAGERS OF THE GREEN ISLAND.

HARRY REAGAN'S CHALLENGE

HARRY REAGAN, OF CHICAGO, CHALLENGES THE LEADER TO A FIGHT.

LARRY JONES FOR HIS RECORD

LARRY JONES, OF CHICAGO, CHALLENGES THE LEADER TO A FIGHT.

THE LEADER'S RECORD

THE LEADER'S RECORD, AS SHOWN BY THE RECORDS OF THE LEADER.

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HE TELLS A GOOD STORY

HARRISON KELLEY, OF THE LEADER, TELLS A GOOD STORY.

SHORTER WRITES HIS STORY

SHORTER WRITES HIS STORY, AS SHOWN BY THE RECORDS OF THE LEADER.

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The following opinion is merely an expression quoted from a business letter:

"I think **The Leader** is the best paper published in Iowa to-day. It is edited with remarkable ability. I do not know of any Chicago daily which has in it so sensible and non-partisan, fair-minded, comprehensive and brave editorials as **The Leader**. I wish it all success. Very truly yours,

GEO. A. GATES,"
Pres. Iowa College, Grinnell.



MR. G. A. GATES,
PRESIDENT OF IOWA COLLEGE.

--The Des Moines Leader--

"Iowa's Greatest Daily."

THE FAVORITE FAMILY PAPER OF THE STATE.

Average number of complete copies subscribed for and sold, per issue, for first six (6) months, 1898,	15,233
Average Sunday issue for first six (6) months, 1898,	16,879

STRAUSS & DAWSON, Publishers,

Chicago Office, 112 Dearborn Street,
HORACE M. FORD, Manager,

New York Office, 127 Tribune Building,
W. WARD DAMON, Manager,

A STEP IN THE RIGHT DIRECTION

Is to Patronize the Undertaker That First Brought the Extortionate
Prices of Funerals Down.

Look What I Furnish You With?

Handsome Casket.....	Five Carriages
Outside Case.....	Crape for Door
A Shroud or Blanket.....	Competent Undertaker's Services
Preserve the Body	Use of Grave Furnished if Family
Advertise the Funeral	has no place of Burial
Pay for the Opening of the Grave	Making the Entire Expense
Hearse to any Cemetery in City Limits	for an Adult Funeral only \$75



Everything furnished is strictly first-class. Caskets either of Black Cloth, White Velvet, Imitation Walnut, Oak or Rosewood, Silk Trimmings, six large Silver Handles, and finished in the very best manner.

This Funeral Furnished at the Above Price
Anywhere in the City Limits.

Special Vault Funerals, \$50.

Write for Particulars.

Telegraph and Telephone Calls will receive Prompt Attention.

WILLIAM H. BATTERSBY

... Undertaker ...

Main Office—3748 Germantown Avenue Above Broad St.

Branch Office, 3538 North Seventeenth St. and 413 East Girard Ave.

Telephone, 9471 A.

AN UNDERTAKER'S EFFORT.

PHILADELPHIA, Dec. 26, 1898.

Editor of PRINTERS' INK:

I send you an advertisement which is un-

usually cheerful owing to the fact that it appeared in a theatrical programme. What do you think of it? Does it belong in your collection of curiosities? Yours truly,

JOHN F. HICKS.

ABOUT CIRCULATION RATINGS.

GRAND FORKS, N. D., Dec. 28, 1898.

Editor of PRINTERS' INK:

Noticing that the different newspaper directories of the United States are so uneven in their ratings of different newspapers, I would like to know why a uniform circulation rate could not be given by all. For instance, take the Grand Forks *Daily Herald*, which has a guaranteed circulation of 2,268, according to your directory, and at the same time Lord & Thomas' 1898 Directory only gives it 1,850; at the same time it gives the Grand Forks *Daily Plaindealer* a circulation of 2,350, a circulation which we do not think it could show from their books. A grave injustice is being done papers who do take the pains to prove their circulation, and who are willing at all times to open their books freely to all advertisers. Would it not be a good plan to not attach the circulation of a paper who will not certify to it by an inspection of their books or sworn statement? The name of the paper could be given, but the circulation rating left off entirely from every directory. Wouldn't the proprietor notice it in a year or two? His foreign advertising would drop off is a sure thing, and the man seeking space would naturally "pass the paper

up;" those who were rated, by sworn statement or otherwise, would reap the harvest. What do you think? Yours,

EDW. W. STUTES

AN ALBANY MAN'S VIEWS.

ALBANY, N. Y., Dec. 29, 1898.

Editor of PRINTERS' INK:

You have often said to change your ads often. This is a mistake. If you do a general store business and give prices, then it is all right to change often. But if you have an ad that occupies one or two inches the best thing you can do is to leave it alone. First get it to read and convey the sense good, and keep it before the public well. Then you will have an ad that will do you more good than if you change it every issue.

BAB.

LITTLE MARGINS, LARGE SALES.

Small profits and quick returns is a grand business principle. Better to deal with a multitude than with a few. A thousand nimble nickels are better than a hundred slow dollars. Turning over stock and money rapidly means successful business, and those who make the least margins of profit and sell the most goods are generally the biggest advertisers.

Hour by Hour

day by day, month by month the circulation and influence of the **Los Angeles**

Times grows greater and broader.

It is the **one** daily paper in the great Southwest through which the national advertiser may cover the field in Southern California and Arizona. It

has

a

circ-

ulation greater than all the other

Los Angeles Papers combined. It is the paper that reaches that vast community of people who have money to spend for the luxuries of life as well as for the necessities. Rates on application.

THE LOS ANGELES TIMES
Los Angeles, Cal.

WILLIAMS & LAWRENCE, 59 Tribune Bldg., New York.
HARRY FRALICK, 87 Washington St., Chicago, Ill.

Eastern Agents.

A GRAVE DIGGER'S AD.

PEORIA, ILL., Dec. 24, 1898.

Editor of PRINTERS' INK:

The inclosed ad I happened to read in a country weekly, Deer Creek Progress, and I

Notice.

The undersigned will dig graves at the following prices. Adults \$3.50 Children, 2.50. The above rate is reasonable. See us if in need of our services.

Alex. Staubus.

Harry Sandemau.

consider it such a peculiar advertisement that I send it to you. Respectfully,

ERNEST G. KUSSWURM,

Advt. Mgr. Schipper & Block.

AN OLD IDEA REVIVED.

MADISON, Wis., Jan. 2, 1899.

Editor of PRINTERS' INK:

Wouldn't the space between the picture molding and the ceiling in barber shops be an excellent place for advertisements of interest to men? Cards similar to those in the street cars could be used and the "victim" in the chair could not fail to notice them. Yours truly,

LE ROY THOMAS.

IN TROY, N. Y.

TROY, N. Y., Dec. 28, 1898.

Editor of PRINTERS' INK:

An advertising doctor reaches the men in a very original manner. He furnishes free to barber shops copies of *Puck* and *Judge* provided the tonsorlists will keep the illustrated papers on file in board covers furnished by the doctor and containing his advertisements.

J. E. W.

AMERICAN NEWSPAPER DIRECTORY.

The American Newspaper Directory concludes with its December issue the thirtieth year of publication, and George P. Rowell, its founder, who has personally conducted it during the entire term, finds in the fact just cause for satisfaction. An increasing number of publishers seem to be realizing the advantage of having their circulation correctly reported by the newspaper directories. The most recent issue of the Directory is more complete and carefully prepared than any of its predecessors.—*New England Editor, North Adams, Mass., Dec. 1, 1898.*

To George P. Rowell is due pre-eminently the thorough development of the question of circulation of newspapers, and he is generally credited with justice and impartiality.—*Watertown (N. Y.) Standard, Dec. 20, 1898.*

The American Newspaper Directory is authority on newspaper circulations, just as Dun and Bradstreet are on commercial ratings.—*Topeka (Kan.) Journal, Dec. 26, 1898.*

The American Newspaper Directory issued in 1869 was the first attempt ever made to convey information about the circulation of newspapers. The plan has been continued with painstaking care through all these years, and is thought to have reached something like perfection.—*Jersey City (N. J.) Journal, Dec. 17.*

The avowed purpose in publishing the American Newspaper Directory is to furnish advertisers the best obtainable information concerning the circulation of the newspapers of the country. The book is not universally popular in newspaper offices. If it was, there would be good reason to suspect that it was untrue to its mission. It is only fair to say, however, that

the American Newspaper Directory has served the advertisers of this country with a fidelity that entitles it to the influence and prestige which it enjoys. Its publisher has done more than any other man to establish the right of an advertiser to definite information about the circulation of a publication which he patronizes, and publishers who complain of an unfair rating in the American Newspaper Directory must admit that the requirement of the publisher for according a rating that should be satisfactory is a very reasonable one. The *Capital*, from its experience, extending over many years, can readily believe that Mr. Rowell is justified in stating that from the beginning of its publication until now no paper has ever been accorded a high circulation rating in the American Newspaper Directory on account of friendly considerations or patronage, or a lower one on account of ill temper or ill will.—*Topeka Capital, December 22.*

POLITICAL ADVERTISING.

Ex-President Harrison is a conspicuous example of the advertisement which official life carries with it. He is announced as one of the counsel employed by Venezuela to defend her interests at Paris in the controversy which has arisen between herself and England over the settlement of the northern boundary line of the former country. It is said that the fee which will be paid the ex-President will be \$100,000. General Tracy is quoted as being one of the associate counsel to the ex-President at a salary of \$50,000. There are hundreds of lawyers who would only be too glad to undertake such a job as this at one-tenth the salary, but are not known so well. It is a conspicuous example of political advertising.—*Hollister (Cal.) Bee.*

STARTLED THE MAYOR.

His honor, the Mayor of Toronto, opened his eyes the other day when he received this letter: "As we understand that the clock for the tower for the new city hall will not be placed in position for some months, we have a proposal to make, and it is that until the clock arrives you should rent us the space in the tower for advertising Salada Ceylon tea. If you entertain this idea, what we propose to do is to illuminate the tower every evening except Sunday, and would make the advertisement of Salada such as would meet with your approval, and we would be willing to pay any reasonable sum for the position." At last accounts the tea company's request had not been granted.—*National Advertiser.*

BY PRESCRIPTION PADS.

One of the leading druggists in an Eastern city claims to get excellent results from distributing prescription pads among the doctors regularly. The firm buys 100,000 pads at a time. There are 100 sheets to the pad, and the price is said to be about 2½c. net per pad. These pads, to the number of 3,000 per month, are delivered by hand through reliable distributors, for about \$6.50 per thousand, to the physician's office. The manager holds, and backs it up by experience, that many doctors will after awhile get to using the pads. He thinks the system has been very profitable to his house.—*Ideas, New Haven, Conn.*

HOW TO PLACE THEM.

The name of the article should be in prominent type, the description in smaller uniform sized type, and the address and name of maker in easily read but not necessarily large type. Advertise the article rather than the maker. Attempts at witticism in advertising is bad business. Business is the most serious problem of life.—*D. T. Maillett,*

ADVERTISERS PROVE

THE CIRCULATION OF THE

MINNEAPOLIS JOURNAL

***You Can not be Deceived.
You Can Measure Yourself.***

The following percentages are made from the total amount of advertising carried by the respective papers from January 1, 1898, to December 1, 1898, from a carefully kept daily record. It does not include FREE WANTS or under rate official advertising, neither of which is carried by THE JOURNAL.

	PER CENT.
JOURNAL carried more advertising than Daily Times by.....	58
JOURNAL carried more advertising than Daily and Sunday Times by.....	10
JOURNAL carried more advertising than all day Tribune by.....	69
JOURNAL carried more advertising than all day and Sunday Tribune by.....	18
JOURNAL carried more advertising than Daily Pioneer Press by.....	120
JOURNAL carried more advertising than Daily and Sunday Pioneer Press by.....	34
JOURNAL carried more advertising than Daily Globe by.....	200
JOURNAL carried more advertising than Daily and Sunday Globe by.....	80

THE JOURNAL's advertising rates are higher than the other dailies, but lower per line per thousand circulation.

THE JOURNAL is the only 2-cent daily in Minneapolis.

THE JOURNAL is \$4 per year by mail.

All the other Minneapolis and St. Paul dailies are \$3.

Average Circulation Six Months 48,000

THE MINNEAPOLIS JOURNAL, Minneapolis, Minn.

For rates, etc., apply to

R. A. CRAIG,

In charge of Foreign Advertising.

41 Times Building, New York.

87 Washington St., Chicago, Ill.

SUBSCRIBERS PRAISE IT



FARM & FIRESIDE

WE wish every timid advertiser in the land could see the scores of Farm and Fireside testimonials received daily from old subscribers—generally in renewals.

They would give him courage to share in the farmers' unbounded prosperity.

Ask us for sample copies and rates.

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
1529 Marquette Bldg.

AN IMPROVED NEWSPAPER DIRECTORY.

CHICAGO, Dec. 31, 1898.

Publisher of American Newspaper Directory, New York City:

DEAR SIR—Noticing your long and successful issue of the Directory reminds us to say that the Directory would be infinitely more valuable, we believe, to almost every one who uses it if it contained opposite the name of each paper just one more word—in fact, that word would not need to be opposite the name of all the publications.

We, in common with others who consult your book, are often desirous of knowing whether the paper mentioned does its own printing or whether it has its work done by another office. If, therefore, you could, for example, use the word "prints" or the word "plant" to indicate that the paper has a plant of its own and buys type, machinery and material, you would confer a distinct favor on all like ourselves. Where the words "prints" or "plant" did not appear it would be understood that the concern is simply a publisher and not a printer.

We hope you may be able to add this valuable feature to future numbers of the Directory.

Yours truly,

BARNHART BROS. & SPINDLER,
Great Western Type Foundry.

Classified Advertisements.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

EVERY man for himself—\$30 a week easy. Plan 25c. STAN ALLEN, Windsor, Ont.

LEARN to draw by mail. CORR. SCHOOL ILLUSTRATING, 114 W. 34th St., New York.

FOLKS to send 2c. stamp for sample pages the Perfect scrap Book. G.C. BAKER, Albany, N.Y.

NEWSPAPER man, exp., competent, wants to buy interest in daily. "L. D., Printers' Ink.

WE buy, rent and sell letters replying to ads. PRESS LETTER EXCHANGE, Sta. E, N. Y.

PERFECT half-tone cuts. 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

WANTED—Advertising man, salary and commission; loan corporation \$25,000. 6 per cent interest. "C. R." Printers' Ink.

HIGH-GRADE half-tones and zinc etchings. Send for samples. Discount to trade. NAGARA ENG. CO., 515 Wash. St., Buffalo, N. Y.

WANTED—Case of bad health that R-I-P-A-N-S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

STAMPS wanted—Uncancelled U.S. postage and revenue stamps bought at a small discount. Any quantity. Write or call. CHAS. WEIL & CO., Bankers and Brokers, 421 Broadway, N. Y.

FARMS! Farms! \$850 buys 65 acre farm, good land, fine water; only \$300 cash down. Send 10 cents in stamps for book about Chattanooga and list of farms. CRABTREE'S FAIRM AGENCY, Chattanooga, Tenn.

SUCCESSFUL CIRCULATION MANAGER wants to change. No brilliant schemes to spring. Been getting results by hard work and persistent effort along common sense lines. These results talk. If you are looking for the "right man" to inject some life and vigor into your circulation or subscription department, let me write you fully. Perhaps I'm that fellow. Address "A. X. E., care Printers' Ink.

WE believe in expansion. It's a good thing, and we are not slow in seeing its advantages. We've increased our field to Cuba and Porto Rico; also pounced on South America and the Philippine Islands, while we were about it. Anything you'd like to advertise among our unsolicited friends? Rates (very low) and papers (only the good ones) here on tap—same as those of the "old" United States. FRANK KIERNAN & CO., 181 Broadway, N. Y.

POSITION WANTED—By an experienced and thoroughly reliable advertising man, now filling responsible position with large commercial concern, but would like to make a change where more opportunity is given for a man of special ability. I have conceived and carried out many successful advertising campaigns and am experienced in various lines. First-class references. All letters strictly confidential. Address "SUCCESSFUL PUBLICITY," care Printers' Ink.

DO you want to buy a paying monthly family and agricultural paper in the best town in the South? Over 5,000 paid-up subscriptions. Established several years. Printed under contract at low cost—no plant. Will sell for cash payment not to exceed amount of accounts receivable and advertising contracts. This is a fine business opportunity for an ambitious newspaper man who has a few hundred dollars to invest. Satisfactory reasons for selling. Address "SUCCESS," care Box 400, Chattanooga, Tenn.

SIGN ADVERTISING.

BULLETIN, fence and wall. RUMPHYS AD-SIGN CO., 127 Market St., Phila., Pa.

NEWSPAPER METALS.

HONEST electro, stereo and linotype metals. E. W. BLATCHFORD & CO., Chicago.

MAILING MACHINES.

HORTON MAILER (\$20 net), most exact, most rapid, most easily worked. For sale at all branches AMERICAN TYPE FOUNDERS' CO.

STEREOTYPE OUTFITS.

STEREOTYPE outfits \$15 up; new method. Plates like electros. Also cheap cut making process; no etching. Circulars for stamp. H. KAHR, 240 East 33d St., New York.

BECAUSE IT'S THE TRUTH.

PRINTERS' INK is read with keen interest because it tells the truth about newspaper circulation and facts regarding advertising.

WINONA, Minn., Dec. 13, 1897.

J. H. JOHNSON.

SCRAP BOOKS.

THE only perfect one requires no paste. Sample pages &c. stamp. G. C. BAKER, Albany, N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY. Issued December 1, 1898. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

BOOKS.

GEORGIA STATE DIRECTORY, 1898, arranged by counties in alphabetical order. All lines of business are classified in alphabetical order. Contains 25,000 business men and 75,000 rated farmers, as compiled from the tax returns. Contains over 1,400 pages. Price \$6, postpaid. H. A. BROWN, care Christian Index, Atlanta, Ga.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

IDEAS and colors suggested for lithographic work, and orders placed at lower prices than can be obtained by advertisers direct. Send for samples. M. S. WOOD, care of Brett's Litho Co., 409 Pearl St., New York.

BUSINESS CHANCES.

A RARE Chance for Advertising Men—A plant fully equipped to turn out 100,000 daily, weekly or monthly magazines similar to *Comfort*, *Saturday Blade*, *American Woman*, etc. We are after a man of experience and small capital to look after this end of the business. Running expenses extremely low. Address No. 37, Printers' Ink.

ADDRESSES AND ADDRESSING.

CLASSIFIED ADDRESSES—Agents, invalids, trades, etc. Authenticity guaranteed. State class, quantity and secure rates. F. R. CARTER, Inc., 114 W. 34th St., New York.

MILLIONS for advertising expended annually by members of the Association of Proprietary Articles. List of 145 names by return mail, \$2. W. S. KOCH, 943 8th St., Milwaukee, Wis.

BILLPOSTING AND DISTRIBUTING.

ADVERTISING matter distributed directly in the homes of 350,000 people living in the best part of the "Empire State of the South." All work has our personal supervision. We employ only "intelligent men." We are satisfied our system will be as profitable to you as it has to others. We also do sign tacking. References furnished. Address EDW. B. BRIDGER'S ADV. CO., Atlanta, Ga.

PRINTERS.

IF you are a believer in *printing that makes a hit*, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

EFFECTIVENESS considered, our type is much cheaper than any other. We give better quality, but make no extra charge for extra quality. Why buy even the second best when the best costs you no more? AMERICAN TYPE FOUNDRY'S COMPANY. Branches in all the principal cities. Everything for the Printer.

ADVERTISING NOVELTIES.

FREE sample mailable bill hooks. Business builders. AM. BILL FILE CO., Ft. Wayne, Ind.

AVAILABLE pen and pencil rack, bring business. Cheap, effective. Sample free. NATIONAL AD CO., Box 484, Manchester, N. H.

NIAGARA ENGRAVING CO., 515 Wash. St., Buffalo, N. Y. Send for samples of high-grade half-tones and zinc etchings. Discount to trade.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

COURIER PUB. CO., Rochester, N. H., publishers of the best weekly in Strafford County, and monthly card calendars for newspaper offices doing commercial printing.

ADDRESSES FOR SALE.

CLASSIFIED addresses, doctors, lawyers, glit-edge commercial houses, etc., all warranted up to date. For rates, address CLEMENT & CLEMENT, Montreal, Can.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd. 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING MEDIA.

ADVERTISERS' GUIDE, Newmarket, N. J., 8c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLICAN JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

ABOUT seven-eighths of the advertising done fails to be effective, because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

FOR SALE.

FOR SALE—Ten R-T-P-A-N's for 5 cents at druggists'. One gives relief.

THORNE type-setting machine with 1,500 pounds small pieces. Easy terms, \$1,000. A. F. WANNER, 200 Clark St., Chicago.

FOR SALE—Our mailing list of about five thousand responsible people in Northern New Jersey. Address THE ELDRIDGE BICYCLE CO., Newark, N. J.

FOR SALE—A first-class job office in the famous sugar beet town of Salinas, Cal. Good reasons for selling, as have a fine business. Address N. G. WYATT, Salinas, Cal.

FOR SALE—A live daily with good advertising patronage and growing circulation. Terms reasonable and easy. Reason for selling, other business. THE EVENING TELEGRAM, Herkimer, N. Y.

OUTFITS, with new or second hand machinery—the most value for your money. Cash or terms. AMERICAN TYPE FOUNDRY'S COMPANY. Branches in Boston, N. Y., Phila., Balt., Buffalo, Pittsburg, Cleveland, Cin., Chicago, St. Louis, Minn., Kansas City, Denver, Frisco, Los Angeles, Portland (Ore.), Spokane, Dallas, Atlanta.

MISCELLANEOUS.

SHOES for business and professional men. Cat. free. O. L. PITTS SHOE CO., Columbus, O.

HAVE you piles? Vico is a guaranteed cure. 50 cents. C. H. COOK, M. D., 650 Clay St., San Francisco, Cal.

WE free slaves of whisky, morphine, chloral, cocaine and cigarettes. Your friend, relative or employee can be restored in four weeks. Established 15 years. Address PRIVATE SANATORIUM, Marysville, Ohio.

ADVERTISERS whose expenditures are considerable but who lack a perfect system of checking advertisements and bills, lose money which can be saved by my method. For particulars address B. F. NEWTON, 156 Broadway, New York.

SOMETHING new for advertisers, especially for newspapers. Patented Dec. 20, 1898. A newspaper and letter box. Can be made, complete with ad, for 16c. Being adapted for letters and papers, it is always useful. Your ad is before the people the year round. Dies cost over \$400. I need money to advertise Dr. J. Warren Walker's Positive Cure for Consumption, and will sell patent complete for \$2,000 spot cash, or \$1,000 cash and \$1,500 in contracts for general newspaper advertising. Sample, by mail, 35c. E. Y. HORDER, Patentee, 1992 Madison St., Chicago.

THE LARGEST MORNING CIRCULATION
.. IN THE SOUTH ..

VOLUME XCI NEW SERIES—NO. 10,825

LOUISVILLE, SATURDAY MORNING, SEPTEMBER 30, 1911

Three Sections—24 Pages
SECTION ONE—8 PAGES.

VOLUME XCI NEW SERIES—NO. 10,819

LOUISVILLE, SUNDAY, AUGUST 27, 1911

Subscription Price For
a Short Time,

50c a Year.

Get It At Once and Keep
Posted On the War.

The Courier-Journal

The Courier-Journal

THE TWO-A- COURIER-JOURNAL

ONE A YEAR

VOLUME 59—WHOLE NUMBER 3,135.

LOUISVILLE, SATURDAY, AUGUST 27, 1911

LAST EDITION.

SPORTING SPECIAL.

VOLUME XXX NO. 94

LOUISVILLE, FRIDAY, AUGUST 26, 1911

THE LOUISVILLE

"'Twas in the Newspaper and
all the world now knows it."

"I awoke one morning and
found myself famous."



W. N. HALDEMAN, President.
HENRY WATTERSON, Editor.

A FEW FACTS about LOUISVILLE

A Medium of Tremendous Power

Population, 223,235. Area, 20 Sq. Miles.
Value of Church Property, \$6,000,000. Aggregate
One Fare to all Parks. 74 Miles.
3 great Bridges cross the Ohio here. 2000
200 Men in Fire Department—70 Hook
30,000 Pupils in 46 Public Day Schools. Public
1 Dental College. 1 Institute for the Blind.
1 Manual Training High School. 1 Stable
1,800 Manufacturing Establishments combined.
Tax Rate City, County, State, per 100, 10, 10, 10.
Largest Wagon Factory in the World. 30 acres.
Largest Market for Famous Kentucky Horses.

THE LOUISVILLE TIMES, and

THE S. C. BECKWITH SPECIAL AGENTS

Journal.

MORE THAN DOUBLE THE CIRCULATION
OF ANY OTHER MORNING PAPER
IN KENTUCKY.

MORNING, AUGUST 20, 1898—TWELVE PAGES

PRICE THREE CENTS

Journal.

SECTION 1 EIGHT PAGES.

SUNDAY, AUGUST 14, 1898

SUNDAY PRICE FIVE CENTS

TW-A-WEEK

JOURNAL.

NEW A YEAR.

Subscription Price For
a Short Time,

50c a Year.

Get It At Once and Keep
Posted On the War.

TURNING, AUGUST 20, 1898.

NEW SERIES---NO. 67.

LEWISVILLE TIMES.

LAST EDITION.

SPORTING SPECIAL.

FRIDAY, AUGUST 19, 1898

PRICE TWO CENTS

LOUISVILLE and the LOUISVILLE COURIER-JOURNAL

Power—Far-reaching in Its Influence and Effects.

20 Sq. Miles.	Value of Property, assessed \$120,000,000.	Number of Churches, 219.
\$1,000,000	Aggregate Bank Capital, \$15,270,310.	165 Miles Electric Street Railway.
100 Miles.	152 Miles well-paved Streets.	10 great Railroad Systems center here.
100 Acres.	Grand Parks, aggregating 1,079 Acres.	300 men in Police Department.
100 Hook and Ladder Companies, 1 Water Tower.		
100 Public Night Schools.	16 Kindergartens.	8 Medical Colleges.
100 Law Colleges.	3 Theological Seminaries.	
100 Stable Institutions.	54 Newspapers and Magazines.	
100 Combined Capital of \$38,083,495, employing 28,198 Hands.		
100 Greatest Tobacco Market in the World, Actual Sales, 1897, 138,256 Hhds.		
100 30 acres, output of 100 daily.	Largest Plow Factory in the United States.	
100 Largest Cement and Vinegar Market in the United States.		

ES, in Average, May, 1898, - - - - 35,305

IALNCY, - - - - - NEW YORK AND CHICAGO

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, JAN. 11, 1899.

ACCORDING to two advertising experts quoted in another part of this issue, almost two million dollars are expended in advertising annually by the twenty New York department stores. If this represents five per cent of the business done, that business must aggregate forty million dollars a year.

It may be set down as a basic principle that circulation without character amounts to nothing; that character without circulation is a little better, and that circulation and character together are best.—*Leslie's Weekly*.

Circulation without character may amount to something; but character without any circulation never amounts to anything, because the "character" has no chance to make its influence felt. A thousand ordinary men may take a city; but a single general, no matter what his quality, can not accomplish the same task unaided.

THE great proportions the mail-order business has assumed of late has resulted in the appearance of concerns making a specialty of producing articles adapted to this trade. These carry in stock specialties of their own invention, which are sold to the would-be advertiser with his own name thereon, or they are prepared to use their customer's formula. Among such houses just now occurring to the Little Schoolmaster's mind are Frederick F. Ingram & Co., of Detroit, and the Herbene Pharmacal Co., Station L, New York.

THE Centaur Company of New York is securing injunctions against a number of concerns that are imitating the labels and packages of Fletcher's Castoria. The courts have decided that any person may use the word "Castoria," but that does not carry with it the privilege to deceive the public as to the origin of the product offered under that name.

THE "penny dreadfuls," with their enormous circulation, are read in a hurry and thrown away in a hurry.—*Leslie's Weekly*.

Statements like the foregoing have been made so often that most people are inclined to accept them without thought. As a matter of fact, the sensational journals are read as carefully by the people to whom they appeal as are the newspapers that cater to more refined constituencies.

UNDER the title of "A Week in St. Louis, Oct. 17-21, 1898," Mr. H. L. Kramer has published a pamphlet containing newspaper notices of himself appearing in the St. Louis and other papers during the period of his attendance at the recent meeting of the Proprietary Association of America, as well as the report submitted by the committee on infringements and simulation of trade-marks, of which Mr. Kramer was chairman. This report is well worth preservation, for it contains an interesting account of infringement cases during the year 1898, covering name cases, trade name cases, trade-mark cases, expired patent cases, counterfeiting cases, recent English decisions, and recommendations on future legislation.

A QUESTION OF POLICY.

BINGHAMTON, N. Y., Dec. 24, 1898.
Editor of PRINTERS' INK:

What, in the opinion of PRINTERS' INK, should a newspaper allow an advertiser for paying his advertising bills three months in advance, or for six months? The *Herald* has recently had a controversy with an advertiser regarding the discount which should properly be allowed, and we mutually agreed to leave it to PRINTERS' INK. Yours very truly,

EVENING HERALD CO.

Per R. E. BENNETT, Advertising Manager.

The advertiser is not entitled to any discount for prepaying a bill. The simple interest, as can be easily calculated, amounts to $\frac{1}{2}$ of one per cent a month. Some publishers make a practise of allowing 5 per cent discount for advance payment on advertising bills. They do this as a matter of business policy. PRINTERS' INK does this.

ADVERTISING ECONOMY.

The first law of business is economy. From the foundry to the factory and from the workshop to the counter the question of economy requires deepest study. Economy in manufacture is more common than is economy in advertising. This is naturally so, since the manufacturer knows the value of factory requirements and materials more intimately than the value of advertising mediums. An advertising medium, to be of the greatest value to the manufacturer, must carry his announcement in a pleasing manner to the greatest number of the best merchants who are interested in the sale of the kind of goods he makes. This is, of course, a self-evident proposition, but from frequent examinations of advertising mediums the writer is convinced that manufacturers do not exercise due economy in their selection of papers suitable to their product.

Economy in advertising also relates to the amount of space used for a given purpose. Many could reduce their space one-half, cut out the superfluous matter in their advertisement, boil down the language into terse sentences, use better and smaller engravings, and still derive the same results.

Other manufacturers are wasteful in attempting to tell about a good article in a space too small to attract attention. True economy in space means that the story about the goods shall be concise but complete; that the engraving shall be large enough to be distinct, but not so large as to crowd the space. It may be said that manufacturers, as a whole, use too much space in inches and say too little of real convincing value about the goods. A little space—not too little—judiciously cultivated will yield better results in proportion to its cost than a ten-acre lot filled with empty utterances and printers' ingenuity.—*D. T. Mallett, New York City.*

ONE EFFECT OF ADVERTISING NOVELTIES.

I believe it is a mistake to use pocket-books, memorandum books, pocket knives, art calendars, or any other novelty that is sought for itself, either on account of its usefulness or attractiveness to the eye, as the net result is so apt to be a list of enemies. It is not possible to supply all applicants, and every one you disappoint does not like you any more. Before the incident of disappointment, you and your business might have been a matter of indifference to the offended party, but afterward you are held in constant remembrance to be disliked most cordially.—*C. F. Foster.*

LETTERS.

By Alfred Meyer.

The value of letters that are purchased from others has always been problematical. If a firm possesses valuable letters or names it will not desire to dispose of them until their value has departed, when they are put upon the market. The number of people who have moved, the number who have died, the number that are not and never were of any account, all eat into the prospective profits.

If the money that is expended in letters were put in newspaper or magazine space, each letter received would be from a person who is interested and who is a potential customer. Of course there will not be so many letters, but the proportion of customers to persons addressed will be considerably greater. To add to the advantages, a large amount of postage, of envelopes, and of folding service will be saved, and thus increase the profits. Buying letters appears cheaper to the new advertiser than buying newspaper or magazine space; and it certainly is so far as the initial expenditure is concerned. But in the end it is much dearer. The letters that are offered for sale are not the letters it is profitable to buy, and even the best letters, after they have begun to age, become less valuable with each succeeding day.

THE CHEAP PRINTER.

A correspondent of the Little Schoolmaster writes:

Printers who have nothing to sell but cheap, commonplace printed matter are a menace to the art of profitable advertising.

They get track of a man with a little money, a little business and an appetite for vigorous growth.

They talk cheap circulars to him—or cheap booklets.

They talk the "keeping-everlastingly-at-it" idea to him.

They talk most everything but excellence to him.

That is beyond them.

They are satisfied so long as the man's money and confidence hold out. When either becomes exhausted they talk cheap printing to some one else.

This man then knows advertising doesn't pay.

Had he been advised by an advertising specialist instead of a cheap printer he probably would have infused enough wisdom into his advertising to warrant its continuance.

You may or may not need the services of a cheap printer. Better consult a specialist first.

You may need something from the druggist's, but you usually consult a doctor first.

DRUGGIST—Pills, my dear?

Little Girl—Yes, please, sir.

Druggist—Anti-bilious?

Little Girl—No. Uncle is.—*Exchange.*

IN HONG KONG

CONSULATE GENERAL OF THE UNITED
STATES OF AMERICA.
HONG KONG, Nov. 26, 1898.

Editor of PRINTERS' INK:

The advertising solicitor is unknown in Hong Kong, and although the local papers are filled with advertising, it is done, as far as I know, without personal solicitation. As an example of our method here, I inclose a letter from one of the Hong Kong papers requesting of me the insertion of a little notice that I had occasion to run in a rival paper. As the request came through the mails it left me with no opportunity to argue as to sworn circulations, class of subscribers or quality of work. The most that I could do was to take their request into my closet and give it my serious, careful consideration. I was left at full liberty to ascribe whatever circulation I deemed wise to the paper, and to make up my own mind as to its merits as an advertising medium. Nothing is said about rates. That is a matter that you find out after your bill has been sent in, not before. Very respectfully yours,

ROUNSEVILLE WILDMAN,
Consul General.

THE RECORD'S RECORD.

Whatever else may be said in criticism of the late Col. William M. Singerly, he never lied about the circulation of his wonderful newspaper.—*The Philadelphia Record*.

ARRANGED BY STATES.

Advertisements under this head 30 cents a line.
Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$2,000 monthly. Covers South and Southwest. Advertising rates very low.

CANADA.

FOR \$1,000 I can place a thirty-five line advertisement every other day for one year in fourteen of the leading papers in the eleven largest cities in Canada.

This is merely to give an idea of how far money can go in this prosperous country.

Never have failures been fewer, never has trade been better, never have there been better prospects for the shrewd advertiser.

I know the papers best suited for different businesses, I know their rates, I am in a position to help all who want to share in Canada's prosperity. Write, stating who you want to reach, and I will gladly submit list and figures. THE F. DESBARATS ADVERTISING AGENCY, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

THE

.Arizona Republican.

A MODERN NEWSPAPER.

HAS NO RIVAL IN THE GREAT SOUTHWEST.

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

Information as to rates of

H. D. LA COSTE, 38 Park Row, New York.

The Great Lakes Territory

is covered fully by

The

Detroit Suns

Drop us a postal

for rates.

Detroit Suns, Detroit, Mich.

I have been a pupil of the Little Schoolmaster for the past three years, and although I am not an adwriter or advertiser, I consider the teachings of great value to me—of sufficient value that I pay five dollars a year for them. I would pay less if I could. I would pay a great deal more if I had to. For ten cents a week I am enabled to receive the advice, listen to the experience and consider the plans of the foremost business men and managers of the country—men who have been pre-eminent successful and who are willing to tell just how they achieved their success. Every week I get for ten cents that which would cost me to secure in any other way ten times that many dollars. I am studying PRINTERS' INK carefully. I read and reread every article and mark the ones which I think may be of special value to me. I believe that PRINTERS' INK sustains the same relation to advertisers that a medical college does to medicine.

Rutland, Vt., Dec. 23, 1897.

E. D. SNOW.

The reason for asking

for your subscription is that our circulation, compared to some of the big ones, would not attract your attention, but if you will read AMERICAN HOMES you will understand why, with a low rate, it may be a very profitable proposition. We suggest that you try it, and let your home folks say what they think. 1 yr., \$1.

AM. HOMES PUB.CO., KNOXVILLE, TENN.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

I speak from experience when I say PRINTERS' INK educates advertisers, it coaches the business man on the latest and brightest ideas, how to select mediums, best class of advertising to use, how to write and display it, and to place business to get the best results for the least money. During its short lifetime PRINTERS' INK has become a factor in the business world. I know this—my position and much of the success attained by my firm is largely due to the advice and knowledge gleaned from the columns of PRINTERS' INK.

NASHVILLE, Tenn., June 10, 1898.

LOUIS DUPONT,

Adv. Mgr. Frith & Co., Field and Garden Seeds.

The Springfield (Mass.) News

Proves almost as much local circulation as any two other Springfield papers combined.

Look it up for yourself and then you will advertise where you get the best value for your money.

Total Average Circulation for Nine Months ending December 31, 1898, 8,008

FOR SALE **--A FAMILY MONTHLY PAPER--**

ESTABLISHED 14 YEARS.

Located in Chicago. Has a good advertising patronage and large list. The printing, binding, etc., is paid for in advance for two years. A great chance for young blood. 60 years and climate cause for selling. If you investigate you will buy.

Address, Writer's Bureau, 3938 W. 82d St., Chicago, Ill.

Also a fine mail order business started and goes with paper.

TO GET CUSTOMERS

advertise in their favorite family paper —

The Evening Journal

Average Circulation
in 1897,

14,756

OF JERSEY CITY, N. J.

Actual Average Circulation for November,
December and January, **15,407**



Far Seeing People

Are the most successful. Their perception of opportunities where others see nothing is the secret of their success. Shrewd observers find me a splendid opportunity for improving their advertising matter. Those who have tried me ought to know. That they are still trying me proves that they do know. If you should try me you will know, too.

I attend to the whole business.

I get up advertisements, booklets, circulars and catalogues. I write, design and print. I turn out the whole job complete. No other printer has such complete facilities for turning out the complete job as I have. If I happen to run across anything that I don't know all about, I know where to put my hand on the fellow that does. Can I be of service to you? Address

WM. JOHNSTON,

Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

SWORN CIRCULATION 5,000.
LARGEST OF ANY COUNTRY WEEKLY IN NEW YORK STATE.

THE WALTON REPORTER

BY THE REPORTER PUBLISHING COMPANY DEC 21 1898

Geo. P. ROWELL & CO.

Walton, N. Y. Dec. 19, 1898

PAUL NICHOLS,
JOHN P. ROWELL,
Editors and Managers.

Geo. P. Rowell & Co.

New York.

Dear Sirs:

We have received a printed page from the December issue of the American Newspaper Directory and find that the circulation of the Reporter is correctly and satisfactorily given.

We are of the opinion that if the same energy and care was used in following the rules laid down by you to secure correct ratings as is often shown in kicking on the ratings given there would be few complaints recorded from dissatisfied publishers.

Yours truly,

Reporter Publishing Co.

John P. Rowell

THE LADIES' WORLD

Telephone 315 Franklin.

RECEIVED

A Representative American Ladies' Journal
 S. H. MOORE & CO. Publishers REG. 21 1898

GEO. P. ROWELL & CO.

New York

25-27 City Hall Place.

Dec. 19, 1898.

Publishers, American Newspaper Directory.

In the many years we have been furnishing you with circulation figures, we have found no trouble in getting a rating in the "American Newspaper Directory" in accordance with the figures furnished.

Yours very truly,

S. H. Moore & Co.

A Pleased Chump

MARLBORO, Mass., Dec. 30, 1898.

Printers Ink Jonson, New York:

DEAR SIR—Just been reading your "Chump" ad and would say I have been "chump" enough to buy considerable ink of you and know that I can get more value for every dollar's worth of ink I get of you than of any other ink house I ever traded with, and I have bought of most of the largest dealers in the country.

Plea-e send me your price list, as I have been "chump" enough to lose the one I had and want another right away. Yours very truly,

F. B. ESTABROOK.

When I offered to match the finest job inks in $\frac{1}{4}$ -lb. cans for 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples, for which I charged 50 cents a can, my competitors considered me a "chump," and predicted my speedy downfall. They would not bother with a small order unless paid handsomely, and then you were politely informed to buy larger cans in future. I was considered a "chump" for demanding cash with every order, as printers never dreamed of paying in advance. I was also considered a "chump" for not employing salesmen, but I receive more orders in a year than the twelve best ink salesmen that ever traveled in a railroad car. I have never filled an order unless I had the money in hand, and strange to say I have not had occasion to refund **CHUMP?** Send for my price list and compare same with what you are paying for inks on credit. Address

PRINTERS INK JONSON,

8 Spruce St., New York.

Overheard on New Year's Day.

"Going to spend much this year?"

"'Bout the same."

"How?"

"Newspapers principally—a little in magazines and pretty heavy on street cars"

"Like street cars?"

"Very much!"

"Who makes your car cards?"

"Gibbs & Williams."

"Who?"

"Gibbs & Williams—'two heads are better than one.'"

"Oh, yes! Saw their ad some place. I remember those two black heads; pretty good ad, isn't it?"

"First rate; they get up rattling good ideas."

"Didn't they make that Wanamaker Christmas card with the glittering snowflakes?"

"Yes; good, wasn't it?"

"Best thing of its kind I've seen in years."

"Gibbs is an old hand at the business, isn't he?"

"Not in the lithographing part of it. He started making designs about five years ago, and built up a big trade in designing and writing ads —"

"Who's Williams?"

"Used to have the Mortimer L. Williams Company; good hustler. Knows a good deal about litho work. Got Gibbs in with him a year ago, and between them they've made things hum. Guess they're doing well. Just moved in a six-story building, and they're pretty well crowded as it is."

"Prices right?"

"Very — for the work they do. I'm satisfied."

"Well, here's how! Happy New Year."

"Same to you, old man, and many of them."

Rochester

N. Y.

ROCHESTER boasts of a fine and well-managed street railway system, the cars running to all parts of the city and suburbs, with an annual traffic of 22,000,000.

At the rate charged for a card in all of the electric cars, it is the lowest for circulation, that is continuous, of any medium of publicity in this prosperous city of 150,000 population.

The cars are principally of the Gilbert Company, affording a display better than others and practically unavoidable.

If you wish to have an advertisement that will and must be seen by all residents and transients, put it in the Rochester cars.

SPECIAL OUTSIDE AND WINDOW ADVERTISING SPACE

We have on the outside of the Rochester Railway cars the privilege of a sign on the step risers 9x30 inches, also a sign on the front of the closed vestibules 22x28 inches, and the privilege of placing a show card or bill in the center windows, size 14x22 inches.

Rates for any of the above space on application.

GEO. KISSAM & CO.,

16 State St., Rochester.

253 Broadway, N. Y.

During December I closed contracts for more than \$100,000 worth of magazine advertising.

I am fully equipped to handle such business and I can take care of a few more advertisers of the right sort.

I do magazine advertising on a plan distinctly my own and on terms of my own, which I believe to be the only equitable ones offered to advertisers by any agent.

I will handle nothing but high-class business.

CHARLES AUSTIN BATES,
VANDERBILT BUILDING, NEW YORK.

PART OF MY WORK.

AN ADVERTISEMENT.

By Charles Austin Bates.

I take the copy for your booklet or circular or catalogue and give it a touch here and there—edit it, look out for little points you have missed in your hurry—put snap into it—put the advertising edge on it.

I illustrate it if illustrations are needed. I make a striking and artistic cover design for it.

I print it. I relieve you of all detail and I give you a piece of printed matter that you can be proud of and that will really help your business.

By my methods, work that would be simply commonplace and "ordinary" is given the advertising value that belongs to it.

Under my treatment your printing becomes representative and not misrepresentative.

I make it a direct business—bringing force instead of a dead expense.

My work is not high priced. Ordinary printers frequently charge as much as I do.

No other man on the face of the earth has an equipment like mine.

LITERARY DEPARTMENT.

For several years I have done the largest business in the world in the writing of advertising matter. In this department of my business I have served some of the largest and best advertisers of the world. I have on file thousands of testimonials as to the value of my services.

ART DEPARTMENT.

I have my own art department with a corps of artists under my personal direction. They are real artists with artistic ideas and sensibilities and not ordinary engravers' draughtsmen.

ENGRAVING DEPARTMENT.

My engraving is done under the direct supervision of a competent and experienced engraver.

PRINTING DEPARTMENT.

I own my own printing plant and have every facility which modern inventors have devised for the printing trade. My printing department is under the management of an expert printer of long and varied experience, with whom I am always in touch and who works in harmony with my art department to produce the most striking and artistic effects at the smallest possible cost.

I buy my paper stock, cardboard and envelopes direct from the mills in large quantities and for spot cash. I use more of certain kinds of stock than any other printer in the world and I get lower prices on it than any other printer. No printing order can be too large for me to handle promptly and economically. No effect is so fine that I can not produce it perfectly.

DEPARTMENT OF CRITICISM.

If you are a subscriber to my paper, "CRITICISMS," at \$2 a year, you may send me your catalogue or booklet or circular and I will study it carefully and write you a letter of criticism and suggestion. I will tell you why and in what way the booklet is good and how it may be improved. I will consider the way it is worded, the illustrations, the cover, the paper, the typography and the general effect. I will tell you exactly what ought to be done to it to make it as good as it ought to be.

I have several thousand subscribers to "CRITICISMS," and I have yet to hear of one of them who did not consider his two dollars well invested.

DUMMIES AND ESTIMATES.

When I have told you what ought to be done to your printed matter, I will, if you like, submit to you a dummy showing size, style and quality and quote a price on any quantity you desire.

If I have not made my proposition clear or if you would like more information concerning my work and methods, write to me about it.

It will pay you to know all about the service I have to offer.

CHARLES AUSTIN BATES,

Vanderbilt Building, New York.

During December I closed contracts for more than \$100,000 worth of magazine advertising.

I am fully equipped to handle such business and I can take care of a few more advertisers of the right sort.

I do magazine advertising on a plan distinctly my own and on terms of my own, which I believe to be the only equitable ones offered to advertisers by any agent.

I will handle nothing but high-class business.

CHARLES AUSTIN BATES,
Vanderbilt Building, New York.

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandizing more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

I am in receipt of the following letter from Messrs. Catesby & Sons, of London, Hire System Furnishers, a business which, I think, corresponds to what is known in the United States as the installment business. This firm make a specialty of linoleums and send me with their letter a batch of about a dozen illustrated advertisements.

Mr. Charles F. Jones, New York:

DEAR SIR—We notice in your criticisms in PRINTERS' INK that you comment rather strongly on jokes in advertisements. We inclose several clippings of illustrated advertisements that have already appeared in newspapers here. We are frequently told that our advertisements are watched for daily, because we not only write fresh advertisements, but also have a fresh illustration every morning.

As we are in doubt as to whether any of these would come under your scathing remarks as applied to the Kanton gentleman, we would very much like to have your opinion on them. We think that a little humor in an advertisement does not spoil it. For instance, we always read with pleasure the Nebraska Clothing Company's advertisements and are sure they must bring in trade or they would never continue this particular sort of advertising so long.

Yours truly, CATESBY & SONS.

I do not object to a joke in an advertisement when it is appropriate to the subject and has real humor in it. What I object to are the nonsensical things that frequently appear in advertisements and that are sometimes called jokes. I myself read the Nebraska Clothing Company's advertisements whenever I see them, and I believe that a vast number of the men in Kansas City do the same thing, but this is an exceptional case. I do not think there is another man in the advertisement writing business who could successfully imitate the style that the Nebraska Clothing Company's manager uses to sell their goods. Some of Messrs. Catesby & Sons' advertisements are headed with illustrations and wording such as this:

A picture of the letter U running away with a club behind it illustrates the head-line, "You won't join a club."

A picture of a bottle of honey and the moon illustrates the head-line, "Your honeymoon will never end."

A picture of a man kneeling on the

floor scrubbing illustrates the head-line, "Put yourself in her place."

A picture of the figure 1 lying on the ground between two stools illustrates the head-line, "between two stools one is apt to fall to the ground."

A picture of a bottle with the word "wrath" on the label illustrates the head-line, "Bottle your wrath."

To show the style of advertising that Messrs. Catesby & Sons use in their newspaper work, I will print one of their advertisements:

IN MEMORY
OF
HARD WORK.
KILLED BY CORK LINO.
Regretted by nobody. A good
miss.

You will never regret having Catesby's Cork Lino laid on your floors, because you will find that the hard work entailed in scrubbing bare boards has been entirely done away with. Most women agree with us when we say that of all the household duties that portion of them where it is necessary to use a scrubbing brush is the hardest part of the work. Cork Lino can be cleaned (with very little trouble) without the use of the scrubbing brush. You can choose your pattern from the variety of designs that we shall be pleased to send you on receipt of a postcard. As a great inducement for you to use this floor covering, we offer to pay carriage direct to your door in whatever part of the kingdom you may reside. Cash buyers save a discount of 2s. in £; but for those who find it more convenient to pay for it as they earn the money we shall be pleased to open an account without a security or a reference. Send for patterns at once.

CATESBY'S CORK LINO.

	A Quality.	B Quality.
3 yards by 3 yards....	13s. 6d.	15s. 0d.
3 yards by 3½ yards..	15s. 0d.	18s. 0d.
3 yards by 4 yards....	18s. 0d.	£1 13s. 0d.
3½ yards by 4 yards..	£1 13s. 0d.	£1 4s. 6d.
4 yards by 4 yards....	£1 4s. 0d.	£1 8s. 0d.

CATESBY & SONS,

65 AND 66 TOTTENHAM COURT ROAD.

Business hours—8 till 8; Saturdays, 6 o'clock.

Three things in this advertisement will be noticed by American merchants. One is that they offer to send samples of linoleums anywhere on receipt of a postal card request. Another is that they prepay expressage or freight to any part of the kingdom, and the third is that they open an account with persons who find it more conven-

lent to pay as they earn the money without requiring security or references.

* *

Mr. D. G. Pfeiffer, piano dealer, of Washington, D. C., gets out a very neat little sixteen-page booklet advertising his business. Confidence in the dealer, or in the manufacturer, has a great deal to do with the selling of a piano. There are very few people who buy any kind of a musical instrument unless they have confidence in the make or the person who is selling. The booklet mentioned endeavors to inspire this confidence in the reader by quoting the names and addresses of some five or six hundred persons who have purchased pianos from Mr. Pfeiffer. The introductory of the booklet is printed below. There will probably be few Washington people who will not find some person in the list whose judgment they have confidence in and the fact that this person has bought a piano from Mr. Pfeiffer will be likely to at least induce them to give him an opportunity to show his goods when they wish to buy anything in the piano line.

Ten Years Ago

We rented a small store room in an obscure location and started in the piano business with lots of ambition, an abiding faith in the future and with very little capital. Since then we have sold hundreds of pianos to the very best class of people in and about Washington, and so far as we know, not one of our customers is dissatisfied with the instrument we sold him. We publish herewith the names and addresses (at time of sale) of many of our patrons; consult any of them you happen to know, about our goods and ourselves.

It is with pardonable pride that we call attention to our own good fortune and success, for we must have earned it—we hadn't the capital to command it. Besides, if you are thinking of buying a piano, it will interest you to know that you can depend upon being pleased if you buy from us.

D. G. PFEIFFER,
929 F STREET, WASHINGTON, D. C.

* *

In a large city personal influence does not assume anything like the importance that it does in a small town. Mr. John T. Tuggle, of Tallapoosa, Ga., issues a small catalogue which is chiefly noticeable for two things. The first thing that attracted my attention is the fact that the catalogue must have been printed in a small town. There is no page in it in which the same size and style figures are used for all prices. I noticed several instances in which from two to three

different fonts are used in making up one price. Outside of these typographical difficulties the catalogue is well enough written to answer its purpose and will no doubt sell goods for Mr. Tuggle. The other thing that is noticeable about the catalogue is that with the heading to each chapter are mentioned the names of persons who have charge of the selling in that particular stock. In a small town every person has quite a number of friends, and these friends are interested enough to trade with salespersons who are their friends. In a large city customers would many times rather buy from some one whom they do not know. In a small place they nearly always prefer to buy from their acquaintances. This being a fact, the names of salespersons are good advertising matter to go along with the department headings in Mr. Tuggle's catalogue. Here are some of the heads:

DRESS GOODS

In charge of
R. J. Tuggle,
S. B. Estes,
Miss Nellie Loech.

A good department this, and in good hands. These are people that feel an interest much farther in you than simply to make a sale. They want to sell you next year, and next, and all along. They'll do it if you're always treated squarely and served intelligently. That's another strong point under this head. You have the advantage of their experience and judgment—if you ask it.

GROCERIES,

A. O. Turner in charge.

Down weight. Sixteen ounces to the pound. Reliable brands. Fresh goods. That about covers my idea of how an up-to-date grocery department ought to go. Experience, with close, careful buying, has gotten it up to about my notion.

MILLINERY.

Mrs. H. D. Tuggle,
Mrs. J. Tuggle, in charge.

The latest. The best. The newest—is not too good for my patrons. I am doing the millinery business right and am saving my customers money because I sell at a "dry goods profit." To be plainer, I have some 15 other departments to help bear store expenses, and can afford to sell cheaper than exclusive milliners.

MAIL ORDERS,

My personal charge.

Postal card me at any time for samples of anything sampleable. Describe as near as you can about what you wish in color, style, price, etc.

No matter how small the order, it will have my prompt personal attention.

* *

Some weeks ago, in reply to a question that had been asked this department, I stated my opinion in the following words:

"There are rare instances where a

good advertisement can be written for a business without the writer being particularly acquainted with the facts of that particular business. These instances are so rare that they hardly ever occur. A person who would undertake to write advertisements for any one without first being posted on all the particulars is very likely going to make a failure. The business man who expects an advertisement writer to make a success of his work must give that advertisement writer all the possible information at his command and all the assistance that may be necessary in acquainting him with the right merchandise, the store itself, its history and policy, and also with the class of people which the store caters to. Without these facts the advertisement writer is like a vessel at sea without a compass. He may accidentally get into a safe harbor, but he is not likely to."

I have since received a letter from Mr. Henry P. Williams of the Stock Exchange Building, Chicago, Ill., in reference to this subject. Here is what Mr. Williams has to say:

Editor of PRINTERS' INK:

DEAR SIR—I clipped the inclosed from Mr. Jones' department in *PRINTERS' INK*, November 30th issue, in answer to a correspondent.

I should be glad to know how Mr. Jones and the others who deal in syndicate advertisements and ready-made advertisements and the other forms of at arms'-length service by which the confiding business man gets separated from his money, can justify their reputations for honesty, if Mr. Jones' judgment in this matter is correct. Do they claim to be able to get particularly acquainted with the facts of that particular business by correspondence, or do they believe in the patent medicine plan of one formula for every disease?

Yours very truly,

HENRY P. WILLIAMS.

In the first place, I want to personally plead "not guilty" on the subject of syndicate advertisements. I never recommend them to anybody. If a man wants them and is not willing to pay for anything better, he is welcome to his choice, but there is not one firm in a thousand that will get the same value out of a ready-made advertisement, as they will out of an advertisement that is made to order to fit their particular case. One of the great difficulties in the advertisement writing business to-day is that business men expect those who write their announcements to do so without being fully acquainted with all the points about the business. The man who prepares the advertisements ought to be as fully posted on the subject be-

fore he begins as it is possible for the proprietor to post him, and after he has written the advertisements he ought to have every facility given him for tracing the results and determining whether or not the advertising produced the right results. It is a fact that the majority of firms who even have their own advertisement writer, working exclusively in their interest, have not confidence enough in him to furnish him with the daily sales so that he may know how his advertisements have interested the public. To my mind it is a ridiculous state of affairs. The man who writes an advertisement and then has no way of determining what results that advertisement produced, has no safe guide to tell him when he is writing the kind of advertising that is needful to sell goods for the particular house in question. A man might as well expect to learn how to become a good marksman by shooting at a target, and yet never examining the target to find out whether he had hit it or not, as to expect to write perfect advertising for a retail store not knowing what results come from the advertising.

Mr. James G. Brazell, of Milwaukee, Wis., has recently opened a printing-office, and sends out a little announcement that is more interesting than the advertising usually done by printers.

TO THE PUBLIC—

I have the finest little printing office in Milwaukee, and I am looking for customers.

I am a printer and have everything to do good printing with—the best presses, the latest styles of types, borders, ornaments, etc. I not only know what good printing is, but I know how to do it.

Printing is not only an art, it is a manufacture. A man must be both an artist and a business man before he can make any kind of a success of it.

I know that people don't think much of a man who recommends himself. But knowledge is no use unless others know that you have it, and how are the people going to find out that I am a good printer unless I tell them? What is not seen is as good as what does not exist.

It is true that a man finds the best advertisement in what he does. But I am just starting, and I can not sit down in my office and wait for business to come to me. I must go out and look for it—advertise for it.

The next time you need printing of any description give me a trial.

In order to introduce my work and show you what kind I can do, I will print 100 of the very best business cards, envelopes, statements or note-heads for 50 cents.

JAMES G. BRAZELL,

124 SECOND STREET, - MILWAUKEE,

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Here is a curious ad which appears in the *Hartford Globe*.

Curious and Possibly Suggestive.

CHAS. H. Y. DOO, CHINESE LAUNDRY.

Mr. Doo is a good Christian, and every Sunday he attends church, and every day attends private school. He intends to be a missionary some time in the future. His laundry is on Governor Street, west of the Post-Office, East Hartford.

This strongly tempts one to paraphrase from Truthful James, and remark :

Hy Doo is his name and I will not deny
In regard to the same what that name
might imply.

This may be good advertising for a Chinaman. Chinese laundrying is usually pretty white and attractive on the face of it, and most any man would be willing to take laundry chances on even a Christian Chinaman.

But when it comes to American advertisers, people generally are suspicious of a man who advertises his Christianity. There is no need of discussing what the reason is, but the fact remains and advertisers must deal with facts. Be as good a Christian as you can but don't mention it in your ads.

Here is a card which a hotel man sends me and wishes he could find more suggestions for his business in PRINTERS' INK. Who will send this department some good hotel ads?

THE MILES HOTEL,

1869. J. A. MILES, Prop. 1899.

Hotel Accommodations
Best in Stryker.

Charges are low.
Kindly favor with call, and
We'll satisfy.
Satisfaction is it.

STRYKER, O.

A Hint for Many Concerns.

1899

Begin right by settling your bill, if it has been on the books over 30 days. If you have an account on E. D. Wade & Co.'s books please settle at once, as all unsettled bills on those books will soon be left for collection.

For a Confectioner.

Every Man to His Specialty.

Our specialty is in making the finest kinds and flavors of taffy. Have you tried it? If not, now is the time. It is always fresh and good. We also have an elegant line of Bon Bons, Chocolates, Fancy Candies, Elegant Box Goods.

For a Grocery Store or Market.

The Art of Living,

and living well, is in judicious marketing. Where you buy is of as much importance as what you buy and what you pay for it, when it comes to food. You want to know the surroundings of the things you are going to eat. Notice the cleanliness of the store. Everything is fresh and appetizing and attractive. The prices are always right.

For a Novelty Maker.

Mr. Business Man

we want to sell you a sign marker. We have the finest thing ever made. It won't cost much, and will pay for itself in a month. No room here for particulars.

Heating . . . Stoves.

We have some beauties for the parlor, bedroom or dining-room, in all sizes. They are good stoves, too, and you won't find any fault with them, we'll guarantee. If you want a stove that you can depend on you had better come here.

RELIABLE STOVES ONLY.

Cabinet and Mantel Work.

There is nothing that is a greater ornament to any room than a fine wood mantel or nice piece of cabinet work. We make anything in this line at a very reasonable price. Call and look at samples of wood. We have quartered oak, quartered sycamore, cypress, birch, etc. We would like to talk with you on this subject.

"EVERYTHING IN WOOD FOR
A BUILDING."

Plain and Reasonable.

Gloves

I bought a manufacturer's complete line of sample gloves and am selling them at an exceptionally low price.

You can save from 25c. to 50c. on a soft or stiff hat if you buy here.

TABLE BOARD.

You can get first-class table board here at
\$3.50 a week. . . .

Real German Dinner 20c.

Good for Any Business.

A.—Why does Palmer sell so many Briar Pipes?

B.—Because he is selling them for **15c.**

A.—How can he sell them so cheap?

B.—Because he buys them in barrel lots and pays

CASH.

For a Newspaper.

Did You Know

that in every large city there are many people who make a living by watching and answering the little liner advertisements in the daily papers? Did you know that many a man got his start in life by watching these ads? It is impossible for any one to appreciate how interesting these ads are unless he has been reading them right along. It is wonderful how many wants there are in **THE WORLD**, and what queer wants, too.

For Any Business.

We Don't Want a Cent

of your money unless you get value received for it. For that reason we are always glad to have you look around the store and learn how much better you can do here than anywhere else.

For a Tailor.

They Are Bargains

A nice all-wool black chevrot, vicuna effect, tailored and trimmed like a \$25 suit, made to your measure for \$16. Also some neat plaids that are right up to time for style, and are worth \$20 to \$23. Closing them at \$16. Drop in and look at them. Don't buy them unless you think as we do, "dirt cheap."

Good, Old-Fashioned Modesty.

Dainty Things In Jewelry.

I make a specialty of these things and can sell them at a price which is impossible to payers of enormous rents. I can promise expert work in engraving or watch repairing and have the work ready on time.

I want to thank the people of — and vicinity for their generous patronage during the year, and trust that honest business methods will merit a continuance of the same.

For Gas Fixtures.

Burn Gas or Electricity?

How about the fixtures—are you satisfied with those you have?

Perhaps you'd like to exchange your old fixtures for some of newer pattern. I have an abundance of fixture designs to choose from—all handsome and none too costly. New styles come in to me from the makers every little while to keep the line "up to date."

Whatever you need in the way of gas or electric fixtures, I can furnish promptly and at reasonable cost.

For a Lamp Store.

Lamp Wicks

cause a great deal of trouble at this season. Many times when the lamp goes wrong it's because the wrong wick is used.

If you have trouble putting a wick in your central draft lamp, send it to us—we want all our central draft lamps to work well and we'll put the wick in without extra charge if you wish.

For a Chop House.

Make Yourself at Home

when you come here, you will find all the city papers and some of the best magazines on file, put there for your benefit.

In the meantime, if you want a steak or a chop and a bottle of something good to wash it down with, why, that's what we're here for.

For a Marble Worker.

A New Year Suggestion.

Make yourself happy and honor the memory of your beloved relatives by making your cemetery lot attractive with a new monument, headstone or fence.

For a Book Store.

Seasonable Goods

Notices to Quilt,
House Leases,
Calendars for 1899,
Diaries for 1899,
Peloubet's Notes on
International Sunday
School Lesson for 1899,

at the

EAGLE BOOK STORE,
542 Penn Street.

A Seasonable Leader.

Eiderdown Wrappers.

Pretty robes of ripple eiderdown in solid colors of pink, blue, red and gray; neatly made, with deep pointed collar, which, with the cuffs and front, is bound with satin; caught with frogs in front; girdle at waist and ribbon at neck. The price—five dollars.

Many other styles; some for more, some for less.

At \$4—Robes of eiderdown in striped effects; tight-fitting back; collar, cuffs and front bound with satin to match; ribbon at neck; girdle at waist; frogs down the front.

At \$2.50—Eiderdown Robes in solid colors; collar bound with satin; girdle at waist; ribbon at neck.

Second floor, first gallery.

Sleighs.

There is a good bit of winter coming. There will be a demand for pleasure and business Sleighs. We have a line of honest built ones—they could not be otherwise and be found here. Speeders, Two Seaters Portland, Old Comfort and Business Sleighs; two good second-hand Concord Buggies on the repository floor, better shape, and will look better in three months than cheap built new work.

For a Florist.

Sick Folks

appreciate the full value of choice flowers. I have choice flowers—a plentiful lot of them, best of varieties, sweet odored and in fine color. Have you a sick friend?

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Mr. Stein, of Oshkosh, has written me a long, quarrelsome letter which I publish because I consider it a distinct contribution to what the New York *Sun* calls "the gaiety of nations."

This reason in itself would not be sufficient to make me publish the letter, because the character of the letter is certainly not to Mr. Stein's credit, and its publication will, I am afraid, be injurious to him rather than helpful. However, I gather from the letter that if I don't publish it Mr. Stein is going to walk all the way to New York to give me a thrashing. It would be inconvenient for me to be thrashed just now because I am a little out of condition. I have just returned from the Lakewood Hotel at Lakewood, New Jersey, with one leg longer than the other from being pulled, and the other leg sore from kicking.

On the whole, it seems advisable to print Mr. Stein's letter, and here it is:

OSHKOSH, Dec. 29, 1898.

Mr. Charles Austin Bates:

DEAR SIR—Your advantageous position makes me ask you for fair play. Yes, Mr. Bates, I beg of you to give me a fair chance to right myself in the eyes of the PRINTERS' INK readers. What I herewith say I hope you will not take as a threat, because I do not mean it as such, but if after begging you for fair play I don't receive it, so determined am I that people should hear my side of the story that even though it takes every dollar I can get my hands on I will have it published in some way or another. In my research of Webster's I can find in it no word or words that will so quickly put me on the defense as to have any one speak or refer to my head as having an unnatural growth. That is something I have a perfect horror for. Truly, I would at any time much rather be called a Spaniard. If I were a fighting man of any ability I would come all the way to New York, even though I had to walk every step of the way, to make you admit your wrong or give you a first-class drubbing. I don't know why, but in some way or another I was led to believe that in PRINTERS' INK's chair of criticism sat a grand old man with an unlimited knowledge of the advertising art, and that it afforded this grand old man pleasure to nobly reach out his strong helping hand to those yet in their infancy.

But of late I have been almost convinced that in this grand old fellow's place their sits a narrow-minded, selfish old crank, who seems to have a mortgage on all the I's in the upper case, and who after using them all don't seem to know what else to write and therefore stops. Now, Mr. Bates, I haven't formed this opinion of you in a few moments or since you made your cowardly attack upon me, but for a long time I have watched you in your czar's chair dealing unjustly, pouncing down on some poor, unprotected fellow and with one sweep of your bluffing hand crush all the ambition out of him. But right here I want to give you credit for what I think you do know and are. I believe that every man has some good points about him, and I am always willing to tilt him of them (by the way, a little of that medicine, cautiously taken, would do you no harm, Mr. Bates); but to tell you of your knowledge, you are, without a doubt, the most remarkable rooster ever brought to notice, and the three last pages of PRINTERS' INK give you an excellent opportunity to show your hate for all mankind, especially young advertisers. If their isn't an occasion for a roast, you have the ability to make one. But to show you just how cowardly your attack was is my object, so give me your close attention. In the first place, I asked, yes, almost begged of you, to enlighten me on some subjects that I admitted to be in the dark about.

The knowledge I got in return was that ice was a good thing to pack my head in. This knowledge I could have obtained without any trouble right here in my own city. You again showed your grandness by trying to make people believe that what I said of medicine ads was meant for such men as Dr. R. V. Pierce. Why didn't you polish up your work and add Ripans Tabules and many others with Dr. Pierce's name. You know well enough I didn't mean to refer to such clever advertisers as these, accuse these men of starting their ads with some interesting story only to finish by telling the merits of their wares, and undoubtedly your troubles will begin if they haven't long since. No, you won't do that, but you will try and make the public believe that I am accusing them of it (oh, you are foxy), but thanks to those parts of the Little Schoolmaster that escape your roasting ability, I found an article in the issue of December 7th, page 8, that convinced me I wasn't over a hundred miles out of the way in regard to some medicine ads. In regard to Chicago ads, I notice you took particular pains to mention the good ones. Why didn't you give me a little show and mix in one or two names like these: Rothchild's, Frank & Bro., The Boston Store, etc.? Another point worthy of mention is, I can not for the life of me see where I asked you what

you thought of Chicago advertising from a typographical standpoint. Most any one knows, unless their head has been in ice too long, that it is the best or as good as there is in the world.

Now about the Wanamaker Art, you say it is beyond the reach of criticism. You also say its particular style has made it known the world over. You are right, Mr. Bates, so it has, but only to men in our profession. Yet I can not see where that helps Wanamaker any. Mind you, I am not saying it isn't good advertising, but I don't think it is beyond the reach of criticism. You also say that it has built up the liveliest store in New York. How do you know that this wonderful smart advertising was the cause of it? Just a little further you tell us a man built up a wonderful business and didn't know a thing; still, you blame the Wanamaker success entirely to their clever ads. Now, Father Bates, surely you can do better than that if you half try. Just try and tell the people the many other things that have caused the Wanamaker store to be so popular. Tell us what a beautiful store it is, of its wonderful system, of its pleasant, pleasing ways, etc. Do not blame it all to the ads, simply because it strengthens your roast. Now, in regard to that wonderful man who is getting rich so fast, simply because he didn't happen to learn any more than write his own name. It's a good thing you said you just heard of this man the other day, because the shortness of your acquaintance makes you somewhat excusable.

Now, Mr. Bates if you will take time to inquire about this man and his business you will undoubtedly find better reasons for his success than his ignorance. You will most likely find him a pleasant, pleasing man, possessing good business principles; if not you will find the business management in the hands of some one who does possess such qualities. Another good thing is that you plainly stated that you were not advocating that every one should cultivate illiteracy, if you hadn't, your family would have little or no trouble in breaking your will. You put some wonderfully brilliant finishing touches on your article. They were so manly, so noble, and so grand; they plainly showed your anxiety to see young, ambitious men push ahead and make a mark for themselves in this world. I'll admit I might have overstepped myself, yet that doesn't mean that I deserved the unmerciful roasting you gave me. Where you say the best thing I can do is to copy, that is beautiful advice if that were carried out in everything, and why shouldn't it when you say it should in adwriting? I suppose you know what the results would be. If you don't, go over to your newly found friend who has so much trouble writing his own name, and undoubtedly he will inform you how it would stop the progress of this grand and glorious century.

You plainly show how you want everybody to stay where they are and let you and you only forge ahead. The finger marks of it can plainly be seen in your article of me, but more plainly in the next article, where you again illustrate how well you like to roast. You tear a young, ambitious fellow all to pieces simply because his employer didn't happen to come to Charles Austin Bates to have his ads written. If this employer seen the R. and G. Corset ad in the *Ladies' Home Journal* I don't blame him for not looking you up. Confidentially speaking, I think PRINTERS' INK would do much better if some other man sat in your place, even though he didn't possess the ability some people seem to think you have, if he would only be willing to occasionally let the public know something about the advertising

art. The only reason I can see for your roast is that I was born in the seventies instead of the forties, because you admitted that some Chicago ads may sound fakey, you also said the Wanamaker art may be theoretically bad. Now, Mr. Bates, the lateness of my birth is no fault of mine, or am I going to take that man's advice who said, "Everything comes to those who wait"? My idea is, things are bound to come to those who get out and hustle for them.

I hope you won't be so unmanly as to roast me for poor grammar that undoubtedly you can herein find, because I was taken out of school when 12 years old to make a living for myself, and by the kind hand of fate I have been able and fortunate enough to do so ever since. Hoping you will hereafter show more of your ability as an adwriter than a roaster, I remain, respectfully,

FRANK STEIN,

81 Bond street, Oshkosh, Wis.

P. S.—Now, Mr. Bates, if you don't see fit to publish this, try and spare the time to personally let me know, in as few or as many words as you like, that perhaps you misunderstood my article. It would do wonders in convincing that my head was only of the size it should be. It would also quench this burning sting caused by your roast. FRANK STEIN.

The gentleman from Oshkosh is unduly excited.

A year ago, or thereabouts, when he sent me some of his ads for criticism, I said that they were first-rate, that they showed common sense, directness and force, and that Mr. Stein was surely headed in the right direction. I thought that he would make an unusually successful advertiser if his head didn't enlarge too rapidly.

It seems that the head has enlarged. It is a pity, because Mr. Stein has in him the elements of a good advertiser. But the first thing I want him to learn is that a success is to be studied rather than criticised.

It is better to find the good points in a successful line of advertising than to find the bad ones.

He should also learn that adverse criticism never hurts a man.

The thing that hurts him is taffy.

It was the little compliment that I paid Mr. Stein that got him into his present trouble.

The praise I gave him was much more harmful to him than the criticism.

If a man will carefully and dispassionately consider all the adverse criticism he receives and will persistently ignore the compliments, he will in time learn many useful and valuable truths.

When a man tells you that you are the greatest thing that ever happened, and that the sun rises and sets in your immediate vicinity, he is certainly wrong, and he may be insincere.

When another man tells you that you are absolutely the most unmitigated ass that ever came down the

pike, you can bet that he is sincere—that he believes what he says, and that probably there is some truth in it.

It is a good, wholesome thing to analyze a roast and find just what truth there is in it.

You can't learn anything from a compliment. A compliment only swells you up a little, and if you swell too far you are likely to burst and slop over on things.

Mr. Stein is wrong when he thinks that I disapprove of young men. In fact, my position is quite the reverse. I am myself still on the sunny side of sixty and feel that I am not yet too old to sympathize with the thoughts and incentives of youth.

Young men are the salvation of business. One of the most successful men I know holds that the very ignorance of a young man in business is many times distinctly to his advantage. He doesn't know how business was done fifteen years ago and therefore he doesn't try to do it that way. He looks at it as it is now. He studies it as it exists, and he tries to find, and generally does find, the solution to present-day problems.

The young man doesn't know what is impossible. The old man, in the light of his experience of twenty years ago, says that a thing can't be done. He forgets the times have changed. The young man doesn't know of the conditions of long ago, so he goes ahead and does the impossible thing and does it well—provided his egotism doesn't develop more rapidly than his common sense.

My friend Stein is a young man of some ability and considerable energy, and if he will study and work he will be a success, but he will have to study and work.

It is unfortunate that he had to leave school when he was twelve years old, but that need not prevent him from acquiring a knowledge of grammar and spelling.

A good many of us left school at very tender ages.

I have never heard anybody criticise Gillam's grammar, and yet Gillam turned his back on the little red school-house when he was not very much older than my friend Stein.

Mr. Stein can improve his time in study to much better advantage than in finding fault with successful advertisers.

In his letter of November 4th he

said "the majority of Chicago advertising is rot."

In replying to his questions I mentioned the firms in Chicago that give Chicago advertising its character. These concerns, and two or three others like them, pay for the "majority" of the local advertising of Chicago.

I mentioned the Pierce advertising because it is now the most conspicuous, and I believe at this time the only conspicuous example of the misleading reading notice sort of advertising.

I did not mention Ripans Tabules because they are not advertised in that style.

Mr. Stein has evidently not studied Chicago advertising or medicine advertising very closely.

He should read again my reply to his of November 4th, and he will find a great deal of wholesome information in it.

He will also find that I have covered all the points that he makes in his present letter.

In this latter letter he says that the Wanamaker management and not the Wanamaker advertising had been responsible for the great success of the New York Wanamaker store. If he will refer to my answer to his first letter he will see that I said:

"* * * It and the business management that went with it have changed the deadeast store in New York to the most lively one."

I am perhaps giving a great deal more attention to this matter than it deserves, but I want to make clear the fact that my criticisms are intended to be helpful and not hurtful, and that if they are severe it is because they ought to be severe, and because needed severity is a good thing.

I try to make them fair, and I think I have been rather more than fair with Mr. Stein.

If there is any one else whom I have criticised who feels that he has a grievance, I would recommend to him, as I do to Mr. Stein, that he read my criticism again, and really understand it before he feels hurt and quarrelsome.

Mr. Stein should really thank me very much for my criticism of December 14th, and if he will paste it in his hat where he can see it frequently, it will do a great deal to preserve the proper size relation between his hat and his head.

AN IMPORTANT CHANGE

THE CHICAGO WORLD was discontinued with the issue of October 29. This reduces the circulation of BOYCE'S BIG WEEKLIES from 600,000 copies weekly to 500,000 copies weekly. The advertising rate was therefore reduced. The new rate for BOYCE'S BIG WEEKLIES is \$1.10 per agate line per issue, flat rate as heretofore.

There can be no duplication between the SATURDAY BLADE and CHICAGO WORLD hereafter. They were the same kind of papers. The CHICAGO WORLD was published by B. D. Adsit & Co., and run ostensibly as a rival paper. The SATURDAY BLADE far outstripped the CHICAGO WORLD in the race for favor and with the usual result of keen competition the stronger survived, the weaker suffered, and we discontinued the WORLD, for the SATURDAY BLADE is so firmly established that it is not fearful of competition.

We have always studied to benefit the advertiser; our fair rules and equitable plans, together with our proved circulation, always met with favor, for it let advertisers have a show to get Results. A circulation of 500,000 copies weekly and a flat rate of \$1.10 per agate line rivals daily newspaper advertising in price and beats dailies for results. A weekly lives seven days, a daily twenty-four hours.

Boyce's Big Weeklies

**500,000 COPIES
WEEKLY,**

\$1.10 per Agate line per issue.

Boyce's Monthly

**600,000 COPIES
MONTHLY,**

\$2.00 per Agate line per issue.

**USE THEM
AND GET
RESULTS.**

W. D. BOYCE COMPANY,
Boyce Building, Chicago.

The Advertising Rates of the New York Journal

Morning Edition

35c. a line

Evening Edition

35c. a line

Sunday Edition

40c. and 45c. a line

If position next to reading matter is desired, add 5 cents a line to above rates; if position next to and following reading matter is desired, add 10 cents a line to above rates.

The transient cost per line per thousand of circulation in each, the Morning, Evening and Sunday Edition, is a small fraction over 1-11 of a cent.

The rate per line per thousand of circulation in each of the editions on the maximum yearly contract is a little over 3-50 of a cent.

This is the cheapest advertising offered by any paper in the United States, as shown by the results obtained by advertisers who keep an absolutely correct return account.